

WHY DO WE CALL IT PITCHING?

It is essentially a short sales pitch. A pitch is a summary used to quickly and simply define a business, product, or service and its value proposition.

You will sometimes hear it referred to as an “elevator pitch” because it should be possible to deliver your pitch in the time it takes to ride an elevator; approximately 30 seconds to two minutes.

MAKE SURE YOUR STUDENTS KNOW IT IS IMPORTANT TO UNDERSTAND THE PURPOSE OF THE PITCH.

This will help your students stay focused while formulating and delivering their pitch. They may be pitching their own business or product idea, a solution to a business’s problem, or answering a question. Throughout the pitch they must always remember what the goal of their pitch is.

MAKE SURE YOUR STUDENTS KNOW THAT PRACTICE MAKES IT EASIER...NOT NECESSARILY PERFECT.

Start slow. Start with giving students the opportunity to do impromptu speaking first to learn to create a message. Get them to deliver the message, and then as they improve, work on technique.

USE VIDEO.

Using video is a wonderful way for your students to observe their pitch and reflect on how they did. By seeing themselves, they are able to see how they can improve.

Using video is also a way for your students to get comfortable with the “new” form of business communication. Much of today’s business communication happens in the form of video conferences.

GIVE LOTS OF FEEDBACK.

Your students will not improve without feedback. Start with the message and move onto technique. As your students improve and start to feel more comfortable with pitching, you can invite others into the classroom to observe or judge and give feedback.

BEST PRACTICES FOR PITCHING

- > Project your voice
- > Speak clearly
- > Make eye contact
- > Don’t fidget
- > Appropriate gestures
- > Good posture
- > Chunking (pauses and stress)
- > Have a beginning, middle, and an end
- > Ask audience if they have questions if appropriate

THE DON'TS OF PITCHING

- > Speaking too fast
- > Lack of enthusiasm
- > Plagiarism
- > Lacking confidence