

Perfect Pitch Workshop with Mike Harris

Who is it for?

- Business owners
- Entrepreneurs
- Corporate Executives who need to get their ideas heard

What do you get?

A perfect pitch is a great answer to the question what do you do, what business are you in or what are you working on. Delivered in 2 minutes or less it moves people from polite scepticism to interested, excited, inspired; if you can do that consistently then you'll dramatically improve your results.

I've sat through literally thousands of pitches and I hear the same problems over and over again. Firstly and most commonly, there is a lack of clarity, and you find yourself thinking: **What are they talking about!** Secondly they don't explain why they are different from everything and everybody else out there and finally some people come over as completely deluded, just by jumping too quickly into claims which just don't sound credible.

I know if you can't pitch you are dead in the water before you start and 99 times out of a 100 I come out of pitch thinking: **They haven't got a prayer!**

So I've developed a framework that lets people develop a perfect pitch in just one day. I've helped several hundred people this way in the last 3 years.

You use your 2 minute pitch to everyone you meet as often as you can. It opens up opportunities for longer pitches where you can ask for what you need to take your business or idea forward. For example you can pitch to a potential client or a potential JV partner or a potential investor.

I've got a framework for those longer pitches and I teach that too.

I can't overemphasise the benefits of a perfect pitch – it does so much for people building a business it's amazing and the cost of not having one is years of frustration and under achievement.

The Framework

Your pitch has to hold people's attention for the 30 seconds they will give you before they glaze over. Total clarity about what you are up to, a little bit of intrigue and a complete absence of spin is what gets that result.

We spend a lot of time at the perfect pitch workshop getting that right!

You then have another 60 seconds to capture their hearts and minds before they turn their attention to something or somebody else.

We achieve that by taking you step by step through a structure that creates credibility ("I can see why I should listen to this person about that"), creates an obvious relevance to your target audience ("I can see that's a product or service which would really make sense for those people") and creates believability ("I can see they are able to deliver what they say").

The way you deliver a pitch is as important as what you say. We work with you to identify the experience you want to create for people with your pitch- how you want to leave people feeling. Finding the key words to drive this, words that are authentic for you and words that light you up and light up all who listen to you, is definitely one of the most exciting and rewarding parts of the Perfect Pitch workshop.

You see to leave people interested, excited and inspired ***you have to discover or rediscover what it is that interests, excites and inspires you.*** That discovery is what makes a Perfect Pitch workshop a transformational experience for many people. They leave the workshop alight and on fire and loving what they do.

Mike Harris and Perfect Pitch

- Mike gradually discovered the principles of Perfect Pitch whilst building three iconic businesses: Firstdirect, Mercury and Egg. He persuaded Midland Bank to invest in Firstdirect and Prudential to invest in Egg – both unlikely outcomes!
- In fact Mike has raised over £300m of funding for his ideas, including his current company Garlik where he has raised about £11m of funding from VCs
- As a CEO, corporate investor, private investor and advisor to professional investors Mike has listened to thousands of pitches
- Mike has been successful in creating partnerships and JVs with companies like Microsoft, Apple, Bell Canada, AOL and many others