

EP. 21 - Crafting an Irresistible Pitch

Overview

This episode focuses on crafting an effective and compelling personal pitch for job interviews, networking, and other professional opportunities. It emphasizes the importance of knowing your own value, gathering feedback from your network, and tailoring your pitch to catch attention quickly. The lesson provides guidance on how to structure your pitch and deliver it in a way that highlights your strengths and accomplishments in a concise manner.

Key Points

1. Self-Assessment and Gathering Feedback

- If you're unsure of your strengths or how to pitch yourself, start by asking your network for feedback. The presenter suggests gathering insights from a range of people, including family members, friends, colleagues, your boss, and even those who report to you (if applicable).
- This feedback will help you identify patterns in what others perceive as your strengths, weaknesses, and key attributes. Recognizing these trends is essential to understanding your value and shaping your pitch.

2. Crafting Your Pitch

- Think of your pitch as a brief interaction at a cocktail party: you only have 15 to 30 seconds to make an impression. Your goal is to spark curiosity and make the other person want to learn more about you.
- Your pitch should be concise, engaging, and tailored to the person you're speaking to. It needs to capture attention quickly, whether it's delivered in person, via email, in a DM, or through a video proposal.
- Knowing what you enjoy about your work, your strengths, and your unique value proposition is critical. Many people can easily identify what they dislike about their job but struggle to articulate what they are good at and what they bring to the table.

3. Using Assessments for Insights

- Personality assessments such as Myers-Briggs, DISC, or Caliper can provide insights into your communication style, strengths, and stress responses, but they don't directly assess your value.
- Your value is what you bring to each job, regardless of the circumstances. It includes your skills, abilities, and experiences that can be applied across roles and industries. This is what you need to emphasize in your pitch.

4. Pitch Checklist

- The following are key areas to reflect on when crafting your pitch:
 - **Accomplishments:** What have you achieved in past roles?
 - **Feedback:** What do others say about your strengths and skills?
 - **Key Performance Metrics:** How do your numbers stack up against expectations?
 - **Soft Skills:** How do you handle communication, teamwork, and customer relationships?
 - **Customer Feedback:** What have clients or customers said about working with you?
 - **Industry Knowledge:** What do you know about the market and industry trends?
 - **Sales Techniques:** How do you approach selling and closing deals?
 - **Self-Reflection:** Are you aware of your personal strengths and areas for improvement?
 - **Continuous Learning:** How do you stay current in your field?
 - **Customer Relationships:** How well do you build and maintain relationships?
 - **Team Collaboration:** Are you a team player, and can you lead effectively?
 - **Setting and Achieving Goals:** How do you approach goal-setting and achieving targets?
 - **Personal Branding:** How do you present yourself during the sales or interview process?

5. Sample Pitch and Key Elements

- Your pitch should be no longer than 10-20 seconds to read and should consist of 3-5 sentences.
- **Key Elements:** Include statistics, relevant keywords for the person you're speaking to, and a sense of excitement. The goal is to make yourself sound too valuable to miss.

Example Pitch:

"Hey Fab,

Do you know Brent? His background is pure BD and Lead Gen. He is a hunter. The guy is persistent, driven—my term would be relentless!

He's won the President's Club awards every year for the past 5 years, is consistently over 120% for net-new business, and builds relationships with C-Level decision-makers at enterprise companies at the start of his sales process.

He's based in Toronto. Would you mind if I send over his profile?"

This pitch demonstrates a clear understanding of the candidate's strengths (BD and lead generation), specific achievements (120%+ achievement, President's Club awards), and a direct ask to engage further.

6. Strategic Timing for Your Pitch

- There are two key times when you should use your elevator pitch:
 - **Networking:** Use your pitch to get your resume seen or secure an interview.
 - **When Asked:** Share your pitch when someone asks you to "tell me about yourself" during an interview or networking event.

Conclusion

Crafting a powerful pitch is about understanding your value and communicating it concisely in a way that grabs attention and invites further discussion. By gathering feedback from your network, reflecting on your accomplishments, and focusing on key strengths, you can create a pitch that sets you apart in interviews and networking opportunities. Keep your pitch short, focused on relevant achievements, and tailored to the person you're speaking to, ensuring that it sparks curiosity and positions you as someone too valuable to pass up.