

# ART AND SCIENCE OF THE PERFECT PITCH





# IMPROVING YOUR BUSINESS PITCH

# THE STORY

Circa 2013, with locations  
in Louisville, CO & Katy, TX

MANAGED  
SERVICES



# THE SPECIALTY





# THE TEAM

Chuck  
Oliver  
Kristina  
Andrew



# WHEN SWIMMING WITH THE SHARKS...

Sell A **Vision**

Know Your **Audience**

Do Your **Homework**

What **Problem** To Solve?

Tell A **Story**

Demonstrate Your **Passion**

Keep It **Simple** Stupid (KISS)

Talk Up The **Team**

Act **Normal**



... And Make It **Snappy!**

# MASTERS OF THE PERFECT PITCH

**Guy Kawasaki**

Chief Evangelist at Canva



“Simple and to the point is always the best way to get your point across.”

**Steve Jobs**

Apple Founder



“Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it’s worth it in the end, because once you get there, you can move mountains.”

**Richard Branson**

Virgin Group Founder



“Emphatically explain how your new company will give your customers a better deal than your competitors.”

# 10

## FOUNDATIONAL ELEMENTS FOR AN (IM)PERFECT PITCH



GO FISH TITLE



OUR STORY



MEET THE TEAM



ESTABLISH TRUST



THE PROBLEM



OUR SOLUTION



UNIQUE VALUE PROPOSITION



BLUE STEEL



ON BENDED KNEE



NEXT STEPS



**'GO FISH' TITLE**



**BE BOLD. BIG.  
BLUNT. BRAVE.**

**The average  
attention  
span of a  
human is  
8 seconds.**

**Goldfish?  
9 seconds!**



## OUR STORY

WHO?  
WHAT?  
WHERE?  
WHY?



## OUR STRATEGY: FORWARD TOGETHER

### CSC TODAY

A strong innovative  
global enterprise

We have many  
remarkable assets



Over fifty years of  
bringing expertise  
and innovation to  
clients worldwide



#### The right people

A passionate, global  
team with deep  
technical expertise and  
industry knowledge



#### Knowing what works

Ability to bring best  
practices and  
experience with leading  
companies and  
government agencies



#### Leading-edge software and business processes

Solutions that create  
impact and value for  
major industries



#### Global scale and reach

Delivery anytime,  
anywhere via resources  
in 70+ countries



#### Technology independence

Flexibility with informed  
point of view optimizes  
clients' technology  
choices





MEET THE TEAM

LIKEABILITY.  
COMPETENCY.  
TRUST.



DOUGLAS  
JOSEPH



PRINCIPAL+  
OPERATIONS



NATE  
EMBREY



CREATIVE DIRECTOR  
+ PHOTO + DESIGN



JUSTIN  
HOWELL



PROJECT MANAGER  
+ EDITOR



JESSE  
BENSON



BRAND STRATEGIST  
+ ACCOUNTS



Website source: [serifcreative.com](http://serifcreative.com)



ESTABLISH TRUST

**TESTIMONIALS.  
CASE STUDIES.  
STRATEGIC  
PARTNERSHIPS.**



**“If people  
like you, they  
will listen to  
you. But if  
they trust  
you, they will  
do business  
with you.”**

**- Zig Zigglar -**



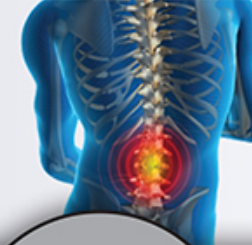


## THE PROBLEM

**DRIVERS.  
MEASURABLE IMPACT.  
INFOGRAPHIC STORY.**

Website source: [www.therapeuticassociates.com](http://www.therapeuticassociates.com)

## LOW BACK PAIN (LBP) BY THE NUMBERS



**#1**

cause of work-related  
disability in persons  
under 45 in US

**2<sup>nd</sup>**

most common reason  
reported for  
missing work

**5<sup>th</sup>**

most common reason  
for all physician visits



**80%**

of the population will  
experience LBP  
at some point  
in their lives



THAT'S **78,478,510** PEOPLE!

**\$135 billion**

Cost of LBP to the  
US economy annually  
(direct medical & associated costs)

### WHAT CAN BE AFFECTED BY LOW BACK PAIN?



SLEEP



EXERCISE



RECREATION



WORK



FAMILY TIME

# OVERVIEW. FEATURES. BENEFITS. EASY TO UNDERSTAND.

Website source: [www.medicalmega.com/  
category/aids-to-daily-living/backjoy](http://www.medicalmega.com/category/aids-to-daily-living/backjoy)



Relief		Maintain Vitality	
<ul style="list-style-type: none"><li>• Relieve Back Pain</li><li>• Reduce Pressure and Strain</li><li>• Sit More Comfortably, Longer</li></ul>		<ul style="list-style-type: none"><li>• Optimal Posture</li><li>• Engage Core Muscles</li><li>• Prevent Long Term Sitting Damage</li></ul>	
<div><div>BackJoy</div><div></div></div>			
Sit Products	Relief	Relief+	Posture+
Price	\$39.99	\$59.99	\$39.99
Padding	Regular Foam	Memory Foam	Proprietary Foam Resin
Color	Black	Black	6 Colors
Portable	✓	✓	✓
Advanced Core Materials	✓	✓	✓
Fits 120-300 Lbs.	✓	✓	✓
Everyday Use	✓	✓	✓
Indoor/Outdoor Use			✓
Added Support			✓
Longer Sitting		✓	
Pressure Point Relief		✓	
Medical Conditions		✓	



UNIQUE VALUE  
PROPOSITION

## WHAT MAKES YOU SPECIAL?

PRICE/QUALITY RATIO.  
CONVENIENCE.  
AUTHENTIC BRAND.

Uniqueness

SWEET SPOT!



"All you need to know about marketing is in this graph..."





BLUE STEEL



Oh, you want  
to know the  
secret to  
**BLUE STEEL?**  
Describe the  
underlying  
**MAGIC** behind  
your product.



**CLEAR OBJECTIVE.**  
**DETAILED PLAN.**  
**MEASURABLE RESULTS.**  
**EXPECTED OUTCOME.**







**NEXT STEPS**

**REITERATE VALUE PROP.  
SPECIFIC NEXT STEPS.  
BE THANKFUL!**





# CREATING POWERFUL DESIGNS

..... **THE MARKET ELEMENT** .....

GO  
**BIG**  
OR GO  
HOME





# TECHNOLOGY'S TOLL



**YOU HAVE**

**8 seconds.**

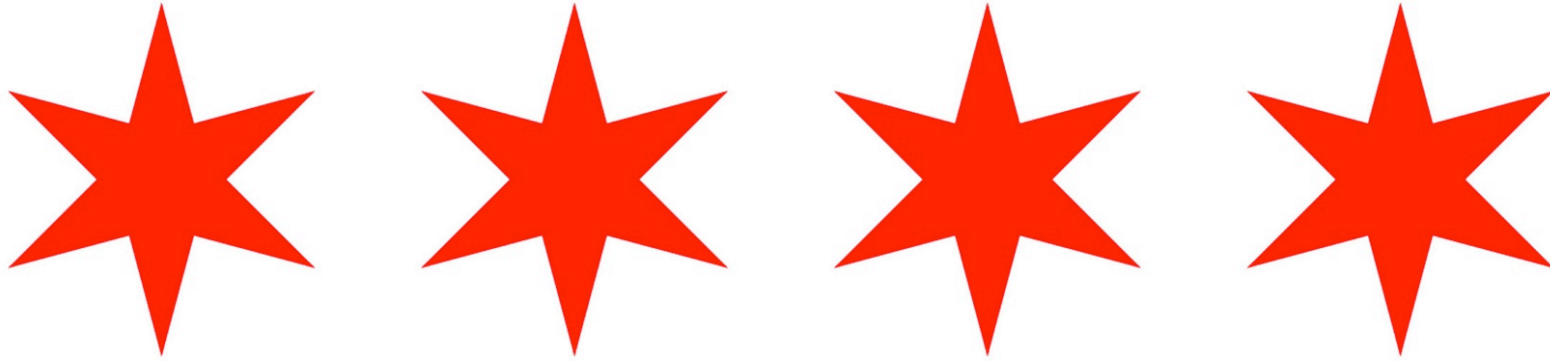
**140 characters.**

**#hashtags.**

**THEY HAVE**

**3 devices each.**

# SIMPLE IS THE SECRET.



# 4

## PRINCIPLES FOR AN ATTENTION- GRABBING DESIGN



**V<sup>1</sup> VISUAL TENSION**



**C<sup>2</sup> CONTRAST**



**N<sup>3</sup> NEGATIVE SPACE**



**'Z'-PATTERN**





VISUAL TENSION



Staying awake will never be this painful anymore.

IT'S NOT JUST COFFEE. IT'S **STARBUCKS.**



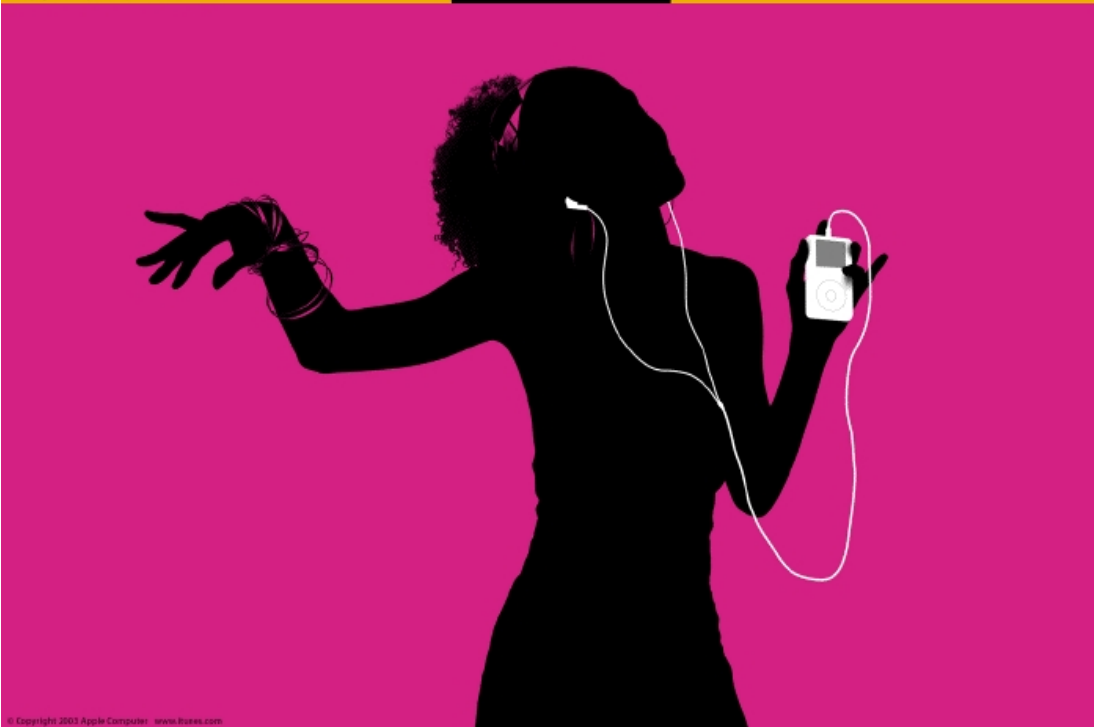




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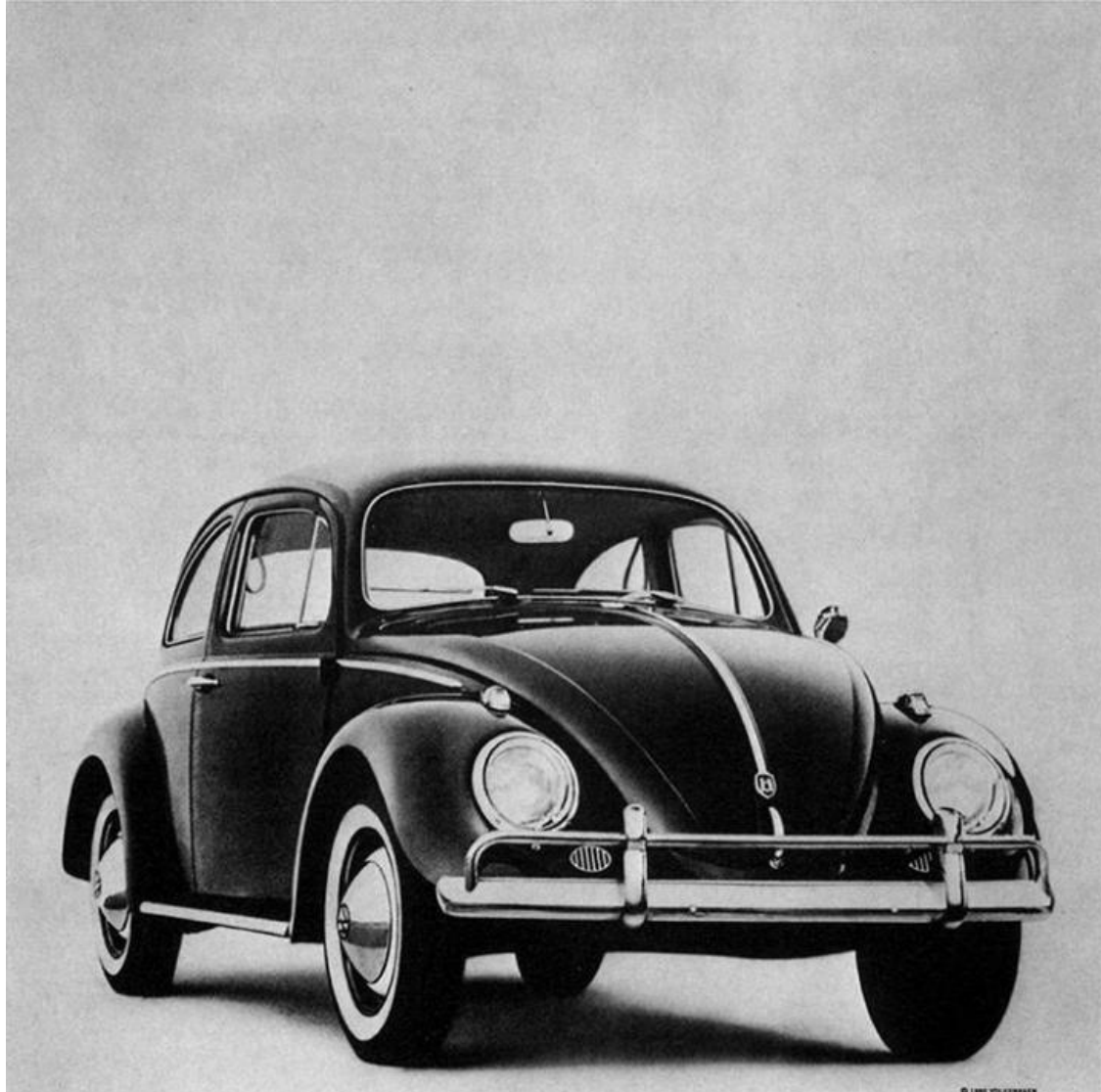
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© 1988 VOLKSWAGEN OF AMERICA, INC.

## Lemon.

This Volkswagen missed the boot.

The chrome strip on the glove compartment is blished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kroner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 13,000 Volkswagens are produced daily; there are more inspectors

than cars.)

Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic

broke stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car.



We pluck the lemons; you get the plums.

## Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape. In fact, some people who drive our little

flirver don't even think 32 miles to the gallon is going any great guns.

Or using five pint of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill.

Or trade in your old VW for a new one.

Think it over.





If you asked us to write a few words about:

# Coffee

## Make your own coffee



1. PLANT a parchment bean. The location for your future coffee tree should have an average temperature of between 16 and 24 degrees, annual rainfall of 1,500–1,500 mm and be at least 800 metres above sea level.
2. WAIT five years. Harvest your coffee beans carefully by hand.
3. FERMENT. Use the so-called dry method in which the ripe beans are spread in an even layer on a stone terrace to dry in the sun.
4. WAIT three weeks. During this time, turn the beans several times a day and gather them up into a heap in the evenings to protect them from rain and frost.
5. EXTRACT. Take out the coffee beans by removing the dried beans' shell, flesh and parchment membrane.
6. ROAST. Heat up your beans to about 220 degrees. Judge by sight and smell for the best result.
7. GRIND. Coarse for boiled or percolated, medium for filter, fine for espresso.
8. PACK. In a vacuum. Otherwise it's best to use your coffee straight away.



READY SOON  
A newly started coffee tree  
blooms after three or four years

*"Strong coffee, much strong coffee, is what awakens me. Coffee gives me warmth, an unusual force and a pain that is not without very great pleasure."*

Napoleon Bonaparte (1769–1821)



## A cup of fox poison

We all know that coffee doesn't always taste as it should. It usually means you have made the coffee with too little or too much powder. But bad coffee can also be the result of incidents beyond the end consumer's control, such as mistakes in processing when the coffee beans are roasted and ground. In rare cases it may be that bad coffee beans – unripe, overfermented or damaged by damp or insects – have managed to get past the grower's rigorous controls and ended up in an otherwise perfect batch of coffee.

## A profitable idea

In 1908, Melitta Bentz of Germany experimented by making some small holes in the bottom of a plastic container, laying a piece of blotting paper over the holes and filling it with freshly ground coffee. Then she put the container over her coffee pot and poured in boiling water. The taste of the coffee exceeded expectations and the same year Melitta started the Melitta-Werke Bentz company with her husband. A company that today, including subsidiaries, has a turnover of almost 1.3 billion euro (2007).



MELITTA BENTZ  
Not just a pump.

## Sweden's biggest coffee manufacturers

GEVALIA	ZØGA	Löfbergs Lila
Founded: 1893 Number of employees: 700	Founded: 1886 Sales: SEK 582 million Number of employees: 185	Founded: 1907 Sales: About SEK 3 billion Number of employees: 200

## The world's most expensive coffee

Jamaica Blue Mountain is grown under ideal conditions at Jamaica's highest point, 2,200 metres above sea level. Its exceptional quality, exquisite flavour and limited availability mean that people will pay about SEK 1,000 a kilo for the beans. But the price also owes a great deal to marketing: this is the only coffee exported in wooden cases instead of sacks, for example.

Kopi Luak from Indonesia costs even more than Blue Mountain, around SEK 1,500 a kilo. But for this you get beans that have already been fermented in the digestive system of the Luak cat and then picked out, bean by bean, from the animal's faeces, washed carefully and finally roasted. The taste is supposed to be divine.

## Speculating in coffee

Coffee is traded partly as a physical product between buyers and sellers and partly on the forward markets in England, USA, Brazil, India and Japan. The prices of future deliveries are fixed, which is a way for both sellers and buyers to minimise their risks. Only oil has a higher turnover than coffee in the world's commodity markets.

## The producers

Coffee is grown in about fifty countries in the latitudes between the tropics of Cancer and Capricorn. The five largest coffee producing nations and their market share in 2007 were:

Country	Market share	Production
Brazil	25%	2,024,400 tons
Vietnam	14%	957,000 tons
Colombia	11%	744,000 tons
Indonesia	6%	420,000 tons
Ethiopia	5%	343,980 tons

Source: ILO



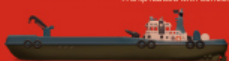
## Beans at sea

When the 70 kilo sacks of coffee beans are ready for export, they are packed into containers, loaded on ships and sent by sea to roasting houses in foreign countries. It takes about three weeks for a container vessel to get from America to Sweden.

## For know-it-alls

Next time someone asks if you want to go to the coffee machine for "a Java", you can lessen your popularity with the following facts: Java is in fact an Arabia coffee that is grown in Indonesia and has a full, round flavour, nothing like the rubbish that machine gives you.

LOP WITH MY LITTLE EYE. SOMETHING BEHINDING WITH A  
A ship loaded with coffee.



## Price trends

SCB's statistics show that the shop price of a kilo of roasted coffee (converted to 2007 price levels, discounts not included) is back to the same level as in the 1920s. The biggest jump in the graph was the result of a hard and persistent frost in 1953 that destroyed a large part of the Brazilian coffee harvest. The coffee shortage caused the world market price to rise and many producing countries saw the opportunity to gain an advantage by starting new plantations. This had the opposite effect however. A few years later the markets were awash with coffee and the price dropped as dramatically as it had risen.

## Putting people to work

Cheerful workers, satisfied customers, thriving working environment. Coffee's positive effect on the Swedish labour market cannot be underestimated. In a macro perspective, we can say that the world's coffee production directly affects 20–25 million growers and indirectly guarantees the livelihoods of about a hundred million people.

## Under pressure

The Italian Achilles Gaggia could be counted as the father of all barista, since it was he who in 1946 succeeded in constructing an espresso machine that under controlled conditions could reach a pressure of 9 bar, which is what you need to make a good espresso.



## Kaldi the shepherd

According to legend, coffee was first discovered by an Ethiopian shepherd called Kaldi in about 500 BC. While minding the flocks in the mountains, Kaldi noticed that his sheep seemed unusually lively after munching red berries from a bush he didn't recognise. Kaldi took some berries to a nearby monastery, where the abbot helped him prepare the world's first cup of coffee by pouring hot water over the berries.

## Remember!

Three to five cups of coffee a day more than halves the risk of getting Alzheimer's later in life. That's according to a Swedish-Finnish study published in the Journal of Alzheimer's disease.



## The world's most expensive cup of coffee

In April 2008, the Peter Jones store in London sold espresso made of half Jamaica Blue Mountain and Half Kopi Luak for 50 pounds a cup.

## Coffee money

Coffee is the world's most widely sold agricultural product and the most important export for many developing countries. In 2007, the world's coffee producing countries exported around 96 million sacks of coffee to a value of:

**12,740 BILL. USD**

## Important dates

About 550 – The coffee tree spreads from Ethiopia to the Arabian Peninsula.

1516 – The first ever cargo of coffee arrives in Europe, direct from Arabia.

1685 – First proven record of coffee in Sweden. Papers from Gothenburg's customs for that year show someone importing half a kilo.



BOSTON TEA PARTY  
About 342 crates of tea were tipped overboard on the night of the 30th December.

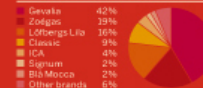
1756 – Swedish farmers push through a total ban on coffee as revenge for being denied free home distillation of spirits. The ban was difficult to maintain.

1773 – As a consequence of the Boston Tea Party, North Americans began drinking coffee instead of tea. Coffee became a symbol of freedom.

1939–45 – Coffee shortage in Sweden because of the second world war. When the country had the occasional opportunity to bring in some extra cargoes of goods, the government of the time, led by Per-Albin Hansson, is said to have made coffee supplies a priority.

## ROASTED COFFEE

Volume share in the supermarkets 2007



## INSTANT COFFEE

Volume share in the supermarkets 2007



## Coffee and dunking trends

1965 Coffee with cream and sugar and cakes  
1975 Coffee with milk and cinnamon bun  
1985 Black coffee and chocolate cakes  
1995 Espresso and croissant  
2005 Macchiato and dark chocolate

Source: National Institute for Statistics



## Latte as a financial instrument

In 1986 the magazine The Economist launched its famous Big Mac index, which used the dollar price of a Big Mac in different countries to show how the exchange rates of different currencies could be translated into real buying power.

A new version in January 2004 was the Tall Latte Index, which was based on the dollar price of a big mug of latte from coffee chain Starbucks. You got the cheapest mug (USD 1.93) in Bangkok and the most expensive (USD 4.54) in Zürich.

## Coffee statistics

Coffee is drunk by about 40% of the world's population and is the world's second most popular drink. Most choose Nescafe, whose instant coffee is drunk at an amazing rate of 3,900 cups a second. That's about 505,440,000 litres of coffee a day. Or about 61,495,200 bathtubs full of coffee every year.

**Dagens industri**

The biggest business newspaper in the Nordic countries gives you the whole story.

# THE MYSTERIOUS 'CREATIVE PROCESS'





**RULES  
CAN BE  
BROKEN.**



**LEGO**

imagine...





# DELIVERING THE (IM)PERFECT PITCH

# BEFORE, DURING & AFTER

## BEST PRACTICES FOR NAILING YOUR PITCH



**PREPARATION**



**10/20/30 RULE**



**BODY LANGUAGE**



**FINISHING UP**



# Kill the Butterflies.





10/20/30

# Heed the **10/20/30** Rule of PowerPoint

**“Marketing is  
no longer about  
the stuff that  
you make...  
**but about the  
stories you tell.”****

**– Seth Godin –**





If a picture is worth 1,000 words, how much is **body language**?



**Continue the Conversation.**  
**Field Questions.**  
**Offer Next Steps.**



**THANK YOU!**