

# Better Online Pitching

**Virtual Trade Mission to Germany: Pre-Mission Briefing**

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# Overview

- 1. Key points about pitching in all circumstances**
- 2. Specific tips about pitching online**

# **1a. Do Your Research**

**Different audiences; different pitches**

**What does the audience need to know?**

## **1b. Be Clear about your Objectives**

**What are you hoping to achieve from the pitch?**

**Plan the pitch with the end in mind**

# **1c. Communicate Benefits and Results**

**Sell the result, not the process**

**Start with the end of the story, not the beginning**

## **1d. Cultural Differences**

**Understand cultural differences and adjust accordingly**

**A modest style doesn't work in some cultures**

## **1e. End with an Impact**

**Craft your ending - a summary or call to action**

**First and last impressions count most**

# **1f. Rehearse Your Pitch**

**Structure it then rehearse it aloud to check timing**

**Memorise first and final words**

# **1g. Provide Further Information**

**Relevant information in an appropriate format**

**Have it ready in advance**

## **2a. Screen Sharing and Showreels**

**Use content suitable for screensharing**

**Test screensharing and syncing of showreels**

## **2b. Minimise Technical Glitches**

**Update software in advance and log in early**

**Use a hardwired connection rather than wifi**

## **2c. Set Up Your 'Studio'**

**Manage the visible background of your room**

**Consider using an appropriate virtual background**

## **2d. Lighting and Camera Angles**

**Prepare as you would in a film studio**

**Achieve an eye-level communication**

## **2e. Eliminate Distractions**

**Turn off laptop and phone notifications**

**Use an 'On Air' sign to deter interruptions**

## **2f. Dress for your Audience – and Yourself**

**Dress appropriately – and not just the top half!**

**Your outfit helps to put you in the right mindset**

## **2g. Eye Contact**

**Eye contact establishes better rapport**

**Look at the laptop camera – and not too close**

# Conclusion

- 1. Prepare as you would for any excellent pitch**
- 2. Make specific adjustments for online pitching**

# Better Online Pitching

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