



We hope you enjoy these quick tips for improving your pitch at tradeshows.

Feel free to distribute this document to anyone you think who could use it.

Here's to developing a better pitch.

Start Pitching!

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<http://www.YourPitchSucks.com>



Get more information by visiting:
<http://www.YourPitchSucks.com>

Quick Tips for Improving Your Pitch at a Tradeshow!

Attending a tradeshow or big conference can be daunting. If you've got a product or service to pitch, you'll want to get your message out as clearly and concisely as possible to as many people as possible.

If you're not an exhibitor with a booth at the show, it's not an easy task to get attention, but here are some quick tips to help you cut through the noise of the event and get some buzz.



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TIP #1: Have special business cards made up for the show. Make them memorable. Just your name and business might not be enough to stand out.

Be sure to include something - even if it's just two or three words - about your new product or service. This insures that once people you've connected with return to their office they'll have something to jog their memory.



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TIP #2: Use cues that people can relate to. Think about how script writers pitch movies. "It's Star Wars meets Forrest Gump."

People have an immediate understanding of both concepts. Try and stick to concepts people can immediately, mentally grasp. For example: "It's like Twitter for ad tracking."



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TIP #3: Solve a problem. Peoples' interest is piqued by things that help them overcome challenges.

For example: "My new product let's you do X. That wasn't possible before."



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TIP #4: Have an elevator pitch. Hone your pitch down to one minute. Attendees at a show are busy people. They don't have the time or the bandwidth to listen to a 10 minute pitch.

Plus, they encounter so many other people that too much information will be overload and get lost in a haze of conversations they've had during the event.



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TIP #5: Include just the highlights. Give people enough tantalizing information to whet their appetites. If they are interested, they will ask more questions. That's when you can give them the details.



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TIP #6: Don't overwhelm people with too many facts and figures. Rattling off that your product saves 80 percent of the time spent on a task; that you have 54 percent of all users in a specific sector; and that 29 percent of your users saw a 43 percent increase in conversions, is way too much info.

Most people don't want to do math while they are networking. Make it simple. Pick one figure that illustrates the value of your product and stick with that.



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TIP #7: Be casual, friendly and professional. Don't walk up to random people and give them your rehearsed spiel. Try starting a casual conversation and then go with the flow.

Not everyone is your target audience. Don't force your pitch on people that are not appropriate.



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TIP #8: Listen and engage. Ask questions of people you meet. Ask what challenges they have in their business. Then let them know how you might be able to help them.



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TIP #9: Have a solid plan. Go through the agenda. Pick out some people or speakers that you want to connect with. If you can't set up a meeting with them at the event before you get there, go to their sessions.

Ask questions in the Q&A. Make sure to go up and speak with them after their session.



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TIP #10: Practice your pitch verbally in front of the mirror days before the show. Also try it with friends/family/people you meet on the street.

Nail it down. Memorize it so that you can be able to repeat it 10 seconds after you get out of bed without thinking. Then you'll know you can hit a winning pitch in any circumstance.