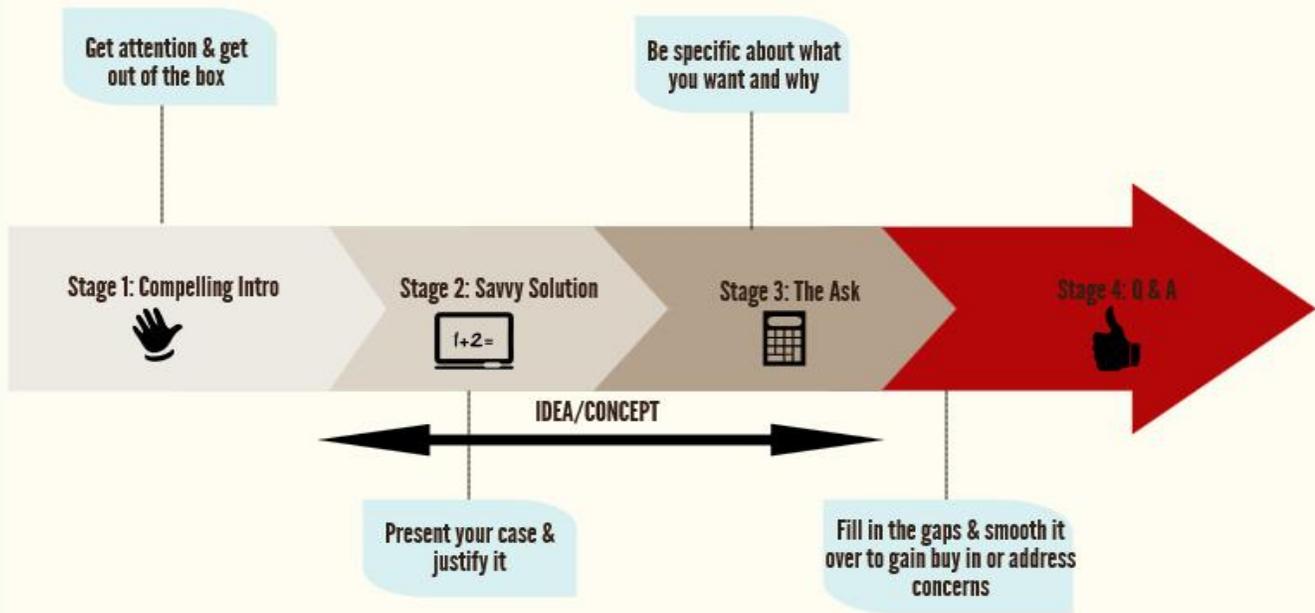
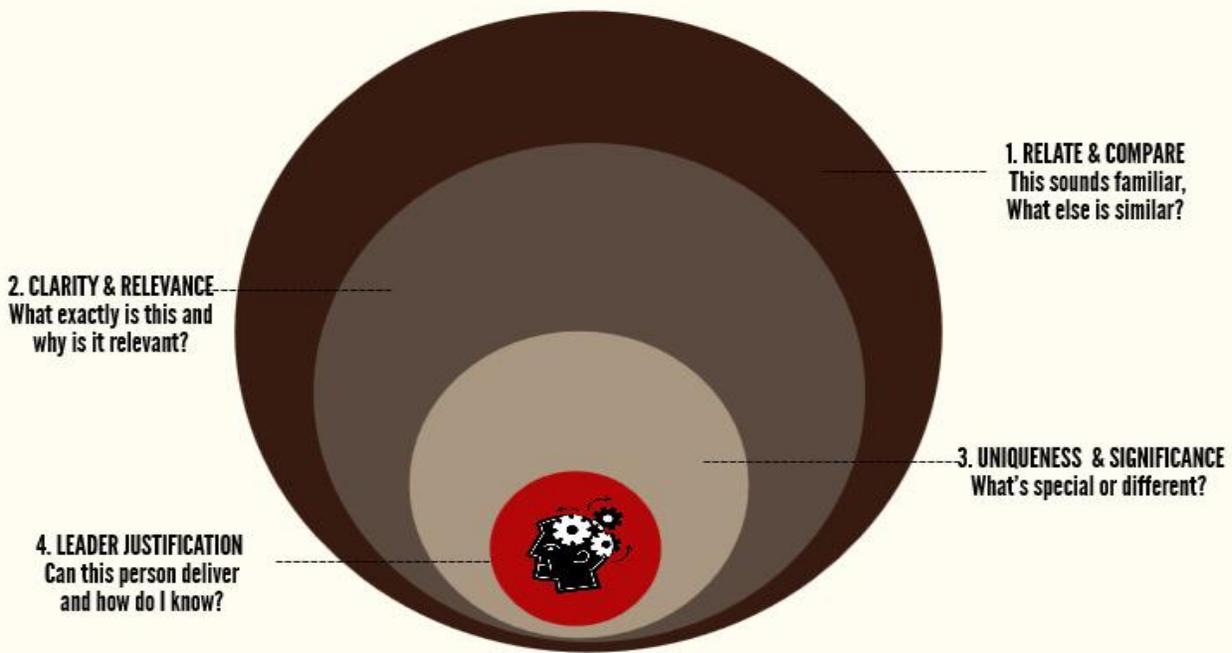


PITCH TO WIN



AUDIENCE E.S.P.

Follow the thinking of your audience



4 PITCH PERSONAS



SHARK
to the point, sharp tongue, good w/ numbers but must balance connecting emotionally



DOLPHIN
good listener, personable, emotional connector but must instill boundaries



SEAL
talkative, humorous & entertaining but must balance confidence with business & numbers



PENGUIN
educator, lots of info, jargon & details but must focus on simple communication & connecting