

Welcome to IDOA DSD 2024 Business Conference Series

“ENERGIZING AND EMPOWERING YOU  BUSINESS”

Today's Workshop:

Pitch Perfect

May 23, 2024 | 9:00 a.m. – 12:00 p.m.



Opening Remarks

- **Kesha Rich, Deputy Commissioner, Indiana Department of Administration, Division of Supplier Diversity**



Things to keep in mind before we begin:

1. Please silence your phones.
2. The restrooms are located across the hall.
3. Scan the QR code to leave your feedback.
4. Raise your hand to receive mic during Q&A.
5. Reference worksheet during presentation.

Use this QR code to
leave your feedback



Panelists Introductions:

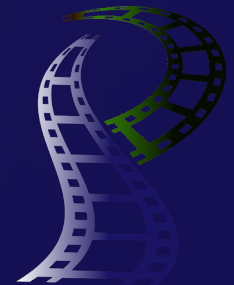
1. **Aaron Chandler**, founder and CEO, PreciseTake Multimedia
2. **Zanetta Miller**, Public Relations Consultant, Gatekeeper Accounting Services
3. **Leslie Galbreath**, CEO, dgs Marketing Engineers

PreciseTake Multimedia

BEYOND THE PITCH

Using Storytelling to Elevate Your Business Pitch

www.precisetake.com





AARON CHANDLER

- Proud father of two young ladies (20 & 22)
- 23 years in Mortgage Banking & Financial industry
 - Customer Experience
 - Business Optimization,
 - Governance, Risk & Compliance (GRC)
 - Project Management
- Founded PreciseTake in 2012. Rebranded in 2018 to with focus on mission-driven digital marketing.
- Retired from corporate in 2022 to lead PreciseTake Multimedia



MY STORY



5 TIPS TO ELEVATE YOUR PITCH

Know Your Audience

Tailor your story to their interests and needs.



Identify the Conflict

Clearly outline the problem your business solves.

Create an Emotional Appeal

Connect on an emotional level using real-
using real-life examples or testimonials.
testimonials.

Present a Unique Solution

Highlight what sets your solution apart.
apart.

Clarify Your Call to Action

Make it obvious what you want your audience to do next.

BONUS

Rule #1

Be Yourself

Connect with your audience by being genuine and authentic, making your representation relatable and memorable.

Rule #2

Be the SME

Be knowledgeable on the subject matter. Speak to your talking points.

Rule #3

Be Open to Various Outcomes

Keep an open mind as success can come in many different forms.

Conclusion

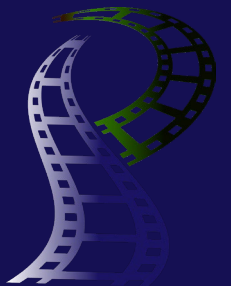
Name one step you'll take to elevate your
your business pitch.



**CONNECT
WITH ME
TODAY**



Scan My Digital Business Card



The Perfect Pitch

Zanetta Miller

ARE YOU READY?

www.gatekeeperaccounting.com

Zanetta Miller,

B.A., M.A., P h D (c)



Sheleita Miller,

C P A

Introduction



2023

GATEKEEPER
ACCOUNTING
SERVICES,
LLC

www.gatekeeperaccounting.com



Key Elements

Introduction

Engagement

Self-Introduction

Credibility Statement:

Connection to Mission Statement

Clarity of Purpose



Problem + Solution

Problem Statement:

Identification

Pain Points

Audience Relevance

Solution:

Description

Unique Features

Benefits

Value+ Market Data

Value Statement:

Unique Features

Customer Value

Competitive Advantage

Market Data:

Market Size

Growth Potential

Target Audience





Successes + Call To Action

Successes:

Customer Testimonials

Partnership Agreements

Revenue Growth

Call To Action:

Schedule a Follow-Up Meeting

Try Out the Product or Service

Connect on Social Media

Who



Is Your Target Audience?



Tailoring Your Pitch

**KNOW YOUR AUDIENCE!
KNOW THEIR PAIN POINTS!**

Knowing your audience

Tailor your message

Speak their language

Customize your call to action





Stay Adaptable



www.gatekeeperaccounting.com

Who Is Your Target Audience?



	Preferred Method of Communication Phone/Email	Tools They Need to Do The Job <ul style="list-style-type: none">• Content Management Systems• CRM Software• Reporting Software
Name Stacy Lawson	Job Responsibilities Enter text here	Their Job Is Measured By Clients Landed
Job Title Owner		
Age 35 to 44 years		
Highest Level of Education Master's degree (e.g. MA, M	Reports to Themselves	
Social Networks   		



Practice

Speak Clearly
& Confidently

TIPS

Be Passionate

Maintain Eye Contact

Adapt to Your
Audience

Extemporaneous

Memorized

**“Grasp the subject,
the words will
follow.”
Cato The Elder**



South Suburban College secures funding for state-of-the-art Allied Health and Nursing Center

Case Study

South Suburban College To Get \$13 million Grant For Nursing Education Center; Expects To Break Ground 2024



South Suburban College Capital Campaign Presentation; Tinely Park, Illinois

01

Historic Campaign

02

Target Audience

03

1.8 Million Raised



Contact Gatekeeper



Email:
contact@gatekeeperaccounting.com



Website:
www.gatekeeperaccounting.com



**Thank
You**



Pitch Perfect

Panel Presentation

Leslie Galbreath, APR, MPS
President & Chief Executive Officer
dgs Marketing Engineers & Magenta Marketing Communications



MAGENTA™
BRIGHT + BOLD MARKETING COMMUNICATIONS

Who is she anyway?

- Born and raised in Muncie, Indiana
- Ball State University, Georgetown University
- Accredited by Public Relations Society of America
- Owner of dgs Marketing Engineers & Magenta Marketing Communications
- In business for over 38 years
- 28+ years experience in communications field
- Live in Fishers with my husband and two rescued Siberian Huskies
- Reading, Pelotoning, watching English and French history documentaries and advocating for women in business

When the
opportunity
presents itself...

Will you be ready?

BLTs, COVID-19 Vaccines and Elevator Pitches



7:30PM



7:45PM



8:00PM

What is an elevator pitch?



BRIEF INTRODUCTION
(NO MORE THAN 30-45 SECONDS)



OPPORTUNITY TO CONVEY YOUR
VALUE PROPOSITION



TOOL TO MAKE A CONNECTION
AND AN ASK

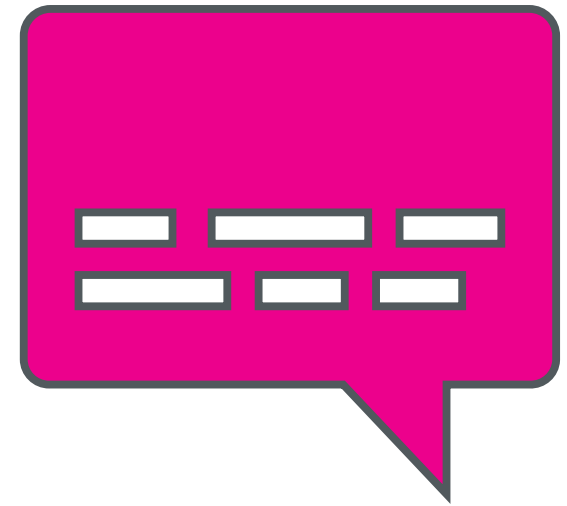


What an elevator pitch is not

- Long
- One size fits all
- Finished
- Rarely takes place in an actual elevator

5 Key Benefits of a Strategic Elevator Pitch

1. **Clarity** – Developing a strategic elevator pitch forces the user to arrive at clarity for themselves. When it comes to communication, clarity is currency.
2. **Confidence** – Being able to clearly articulate your purpose on demand creates confidence.
3. **Differentiation** – Establishing clear USPs will differentiate your offering, making selling easier. Differentiation makes you memorable.
4. **Opportunistic agility** – A concise pitch allows you to capitalize on opportunities in the moment, whether you're networking or making cold calls.
5. **Versatility** – A strategic elevator pitch makes everything easier. From sales pitches and presentations to interviews and speaking engagements, you will be better prepared.



5 Key Elements of Successful Elevator Pitch



Introduction

Who are you?
What role do you play in your business?



Value proposition

What value do you and your organization bring to the table?
What problem or opportunity do you solve?



Differentiation

What are your unique selling propositions?
What makes them unique?



Proof

What evidence do you have to support your value proposition?
Use quantifiable data and success stories whenever possible.



CTA

What action do you want the listener to take?
Examples: Review website, phone call, meeting, purchase, visit, etc.

Understand **Your Audience**

Demographics – Who they are	Psychographics - How they think, act, feel, etc.
<p>The characteristics of your target audience that can be categorized by distinct criteria.</p> <p>EXAMPLES</p> <ul style="list-style-type: none">• Age• Gender• Occupation• Type of company• Title• Industry• Education level• Languages spoken• Geographic location	<p>Description of people according to psychological criteria.</p> <p>EXAMPLES</p> <ul style="list-style-type: none">• Values• Belief systems• Attitudes• Aspirations• Relationship to organization• How they are influenced• Who they turn to for expertise• Communication channels• Motivating self interests

Psychographics + Demographics x Buying Behavior = **Target Audience Persona**

Two Simple Questions

Q. What's in it for me?

Q. Why should I care?

Questions & Feedback Survey



Use this QR code to
leave your feedback



EXERCISE: Deconstruct and improve elevator pitch

Deconstruct the pitch to identify:

- Introduction
- Value proposition
- Differentiators
- Proof
- Call to action

EXAMPLE FOR DECONSTRUCTION EXERCISE:

I'm Leslie Galbreath, president and chief executive officer at dgs Marketing Engineers, a full-service global communications agency with 38+ years of expertise in advanced manufacturing. We've partnered with industry leaders worldwide, leveraging our deep understanding of the sector to craft impactful communication strategies. From enhancing brand visibility to managing crises, our proven track record speaks volumes. Our lifetime roster of over 200 manufacturing clients proves our success. Let's collaborate to elevate your brand and achieve your business objectives.

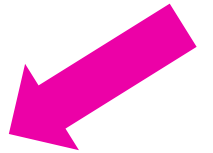
Deconstruct this pitch

Introduction



I'm Leslie Galbreath, president and chief executive officer at dgs Marketing Engineers, a full-service global communications agency with 38+ years of expertise in advanced manufacturing. We've partnered with industry leaders worldwide, leveraging our deep understanding of the sector to craft impactful communication strategies. From enhancing brand visibility to managing crises, our proven track record speaks volumes. Our lifetime roster of over 200 manufacturing clients proves our success. Let's collaborate to elevate your brand and achieve your business objectives.

Value Proposition



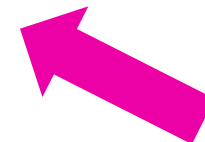
Differentiation



Proof



Call to Action



WORKSHOP: Write your pitch

WORKSHOP OBJECTIVE: Educate and empower participants with the knowledge and skills to develop a strategic and effective elevator pitch.

LEARNING OBJECTIVES:

- Learn how to identify five key components of your elevator pitch
- Learn how to understand your audience
- Learn how to use key messages to craft a compelling story
- Learn effective delivery methods

ACTIVITY: Build your pitch with messaging

Introduction	Value Proposition	Differentiation	Proof	Call to Action
Key message:	Key message:	Key message:	Key message:	Key message:
Supporting messages:	Supporting messages:	Supporting messages:	Supporting messages:	Supporting messages:

Messages should be designed to target specific needs and interests of unique audiences. These messages form the framework of your pitch.

Hot Mic Pitch Session



Closing Remarks

- **Graham Melendez, Director of Business Development and Outreach, Indiana Department of Administration, Division of Supplier Diversity**





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