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# Pitch Anything: An Innovative Method For Presenting, Persuading, And Winning The Deal



## Synopsis

When it comes to delivering a pitch, Oren Klaff has unparalleled credentials. Over the past 13 years, he has used his one-of-a-kind method to raise more than \$400 million - and now, for the first time, he describes his formula to help you deliver a winning pitch in any business situation. Whether you're selling ideas to investors, pitching a client for new business, or even negotiating for a higher salary, Pitch Anything will transform the way you position your ideas. According to Klaff, creating and presenting a great pitch isn't an art - it's a simple science. Applying the latest findings in the field of neuroeconomics, while sharing eye-opening stories of his method in action, Klaff describes how the brain makes decisions and responds to pitches. With this information, you'll remain in complete control of every stage of the pitch process. Pitch Anything introduces the exclusive STRONG method of pitching, which can be put to use immediately: Setting the Frame Telling the Story Revealing the Intrigue Offering the Prize Nailing the Hookpoint Getting a Decision One truly great pitch can improve your career, make you a lot of money - and even change your life. Success is dependent on the method you use, not how hard you try. "Better method, more money," Klaff says. "Much better method, much more money." Klaff is the best in the business because his method is much better than anyone else's. And now it's yours. Apply the tactics and strategies outlined in Pitch Anything to engage and persuade your audience - and you'll have more funding and support than you ever thought possible.

## Book Information

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## Customer Reviews

I took these notes while reading Pitch Anything. It's a great book and there's more to it than I share here. A recommended buy.

**Basics:**

- Good pitching depends on method. It can be learned.
- Pitches are sent from the modern - and smart - part of the brain, the neocortex. But they are received by the old "croc brain."
- This is not numbered based selling or being pushy. Both sides should leave happy and not feel like they were used or tricked.
- Keep it fun. Once the power shifts take control and direct conversations where you want. Give and take power. Let the game be fun for both sides. It should be mutually exciting not dominating.
- Selling makes you supplicate, make rational appeals to the neocortex and ask invasive questions.
- When explaining your track record of success people remember the average of your achievements not the sum. A few good strong stories are better than many weaker ones.
- Hot cognitions are unavoidable - you can control the expression of emotions but not having them.
- Don't create like or analysis, create want. You must set the frame. Create novelty and intrigue.

**The STRONG method:**

- Setting the frame
- Telling the story
- Revealing the intrigue
- Offering the prize
- Nailing the hookpoint
- Getting a decision

**Framing:**

- Your point of view is your frame (perspective). The stronger frame absorbs the weaker frame, when frames collide the winner has frame control and his/her ideas are accepted.
- When you are responding ineffectively to things that the other person is saying and doing, that person owns the frame, and you are being frame-controlled.
- If you have to explain your authority, power, position, leverage and advantage, you do not have frame control.
- Strong frames activate basic desires.

**Frame collision** - instigate a mildly shocking but not unfriendly act. Use defiance or a small denial and light humor. This captures attention and elevates your status by giving you "local star power"

**Types of Frames:**

- Power Frame** - Comes from ego and status. Shows arrogance and lack of interest. -avoid falling into this frame by reacting to it. Don't strengthen it. Basic power rituals in business settings (small talk, letting oneself be told what to do) enforce the other party's power frame. Abiding by rituals of power instead of establishing your own reinforce it.
- Prize Frame** - when you own the frame others react to you. Reframe everything your audience does/say as if they are trying to win you over. Even when you're selling, the question is "why do I want to do business with you?"

**101: Make your buyer qualify.**

**Withdraw** if buyer tries to change time, location, attendees, etc..

**201: trial closes** are crude and ineffective. Don't ask questions and seek validation. Make target perform a task to earn the deal. Remember, money can't do anything without you, the money needs you.

**Example open:** "I'm glad I could find the time to meet with you today. And I have another meeting right after this so let's get started."

**Time Frame** - When the room is cooling down don't wait for them to set the end time, that leaves you reacting. Running long or beyond the point of attention shows weakness, neediness, and desperation. Talking faster and forcing more information leads to less retention.

**Intrigue Frame** -

focus on relationships, you know the numbers will work out. Most intelligent people take great pleasure in being confronted with something new, novel and intriguing. Once audience members solve the puzzle they check out. When analyst frames are taking power, break through with a story, but only tell part of the story: **Intrigue Story:** 1. Be brief. The subject should be relevant to the pitch. 2. You are at the center of the story. 3. Time pressure - the clock is ticking and there are consequences if it runs out. 4. Have risk, danger and uncertainty. 5. Have tension - you're trying to do something but are being blocked by some force. 6. Failure will be bad! **Frame Stacking:** Creates hot cognition, they like the idea/you before they fully understand the facts. -Intrigue-> prize-> time-> moral authority-> hookpoint **Intrigue** - stories about interesting and eccentric people. Witnessing is bringing, forced into action and overcoming something is better. Create a short and strong narrative that introduces characters who overcome real-world obstacle. -Put a man in the jungle, have the beasts attack him, get him to the edge of the jungle, will he get to safety? **Prize** - I have one of the better deals on the market; I am choosy about who I work with; it seems like I could work with you, but really, I need to know more please start giving me some materials on yourself; I still need to figure out if we would work well together and be good partners; what did your last business partner say about you; when things go sideways in a deal how do you deal with it; my existing partners are choosy. **Time** - scarcity bias. Don't be avert or aggressive with pressure, there is a real time constrain, bring it up and recognize it. **Beta Traps:** Watch out for situations that will put you in the beta role, they're everywhere. To break out you need to do something that is mildly shocking but not unfriendly, this causes frame collision. Then quickly grab status, shrink the focus of the information being discussed to something that you specialize in, then pull away. Set a hookpoint then pull away again. **Momentum** is key during this process. **Seizing Situational Status:** Politely ignore power rituals. Avoid beta traps. Be unaffected by customer's global status. Look for opportunities to perpetrate small denials and defiances that strengthen your frame and elevate your status. As soon as you gain power switch discussion into an area where you are the domain expert. Apply prize frame for decisions. Confirm alpha status by making customers qualify your status (light hearted/interesting). **How the Brain Works:** **Croc Brain Filtering:** 1. If it's not dangerous, ignore it. 2. If it's not new and exciting, ignore it. 3. If it's new, summarize it as quickly as possible and forget the details. 4. Do not send anything to the neocortex for problem solving unless you have a situation that is really unexpected and out of the ordinary. **Movement:** The brain detects movement. Don't show before and after, try to show the progress but do so without threatening the croc brain. -The brain reacts to social and physical threats the same way. -Put them at ease, tell them it's going to be a short and easy 20 minute pitch. -Tell them your track record of success. -Explain the market

window.-Paint a picture of the idea moving out of the old market and into a new one.Tension and Desire Lead to Attention:-Desire comes when you offer a reward, tensions arises when you take something away.Desire: anticipation of a reward. Violate target's expectations in a pleasant way.- People are curious about things they can not explain but that seem explainable.- At the point of satiation the pitch is over.- You need to have tension as well for the person to remain alert.Tension introduces real consequences to the social encounter- Don't manipulate the person, just keep them alert.- Push and pull, but not too much of either.Prizing:We chase that which moves away from us.We want what we can't have.We only place value on things that are hard to obtain.Hot and Cold Cognition:Problem solving and calculations are cold cognitions. You can't have and cold cognitions at the same time. Hot cognitions lead to want, desire and excitement.Showing neediness is bad for frame control, erodes status, freezes hot cognition, and topples frame stacks. It's a weakness and a threat to the other person.-Want nothing, focus only on things you do well, announce your intentions to leave the encounter.Theory of Mind:Simplicity can actually be scary. You want to tune your message to the mind of the recipient. A strong "theory of mind:" means you are able to understand how thoughts, desires and interest of others cause them to act.-All important information must fit into the person's attention span - usually about 20 minutes.-It doesn't matter how much information you give, but instead your theory of mind. Tune your info to the other person's way of thinking.

If you're looking for a formulaic "A) Make eye contact. B) Firm handshake. C) Compliment them on their shoes. D) Seal the deal!" type of book I recommend you look elsewhere. This book is human psychology 101 with a twist. It's a brisk read that delves just deeply enough into the human brain so as not to read like a term paper, but at the end of it you'll not only understand deal pitching better - you'll understand people better.

It's not very often that you find a book on persuasion, sales or even pitching that is worth reading. Many of the books out on any of those categories that come out seem to be watered down versions of yesteryear or a pitch fest for products and or coaching programs. This book is true to what it says and can help you learn how to "pitch anything" with sound advice that works.If your job has anything to do with persuading others you are missing out if you do not have this book along with copious notes and action plans to implement what you have learned. It would take you about 50 - 60 of the absolute books on sales, psychology, social dynamics, negotiation, body language, heuristics and persuasion to get what is in the pages of this book and then you would have to decipher how to put the puzzle together and then make a formula that you could use.If all you took away was the

chapter on "frame control" this book would be more than worth it. One of the absolute best things about this book is that it is easy to follow and for each category of information there is a way for you to develop your own "secret sauce" so that you can pitch anything. You may not be ready for this type of book and what it can teach you or the strategies that come from it if you are shy about getting to the point or wasting a ton of time trying to build rapport, but if you feel you are ready to learn and implement you will have a foundation to build from. Add this book to your library.

Oren really kills it with this book. If you've ever felt powerless in social situations, this book is for you. Don't accept that social status is unchangeable in any given situation. You can more often than not, grab that power for yourself. And you do that by making it fun for you and the other person. This is how you pitch someone, whether it's a boss, a prospect, or a potential mate -- you will learn how to value yourself, and not come off as needy to the other person. Oren harps a lot on noticing situations where you're the "beta" and busting through social frames so that you can be the "alpha". The idea of power, analysis, and time frames were really interesting to understand as I notice that in my life. I feel like some of the stories may have been exaggerated a bit though. Some of the things he says he's done seem a bit too ballsy, but maybe that's because I haven't taken the apple from an executive's hand and bit it myself. Really enjoyed the read.

It's a jungle out there and this book proves it. The rough and tumble world of real world business is what this weapon will help one face and hopefully conquer. The book helps one fine tune their methodology and philosophy for a successful pitch. You are far better off having read this book than not having read it. I particularly liked the warning about introducing anything negative, you are essentially toast after that, so be very very careful about any negative information you may want to introduce during your pitch.

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