

Persuasion

Aristotles

“Modes of Persuasion”

- **Ethos** is an appeal to ethics, and it is a means of convincing someone of the character or credibility of the persuader.
- **Pathos** is an appeal to emotion, and is a way of convincing an audience of an argument by creating an emotional response.
- **Logos** is an appeal to logic, and is a way of persuading an audience by reason.

INDIVIDUAL 'PITCH' PRESENTATIONS

Expectations and Marking Guide

	<i>4 exceeded expectations</i>	<i>3 met expectations</i>	<i>2 below expectations</i>	<i>1 – 0 failed to meet</i>	GRADE
STRUCTURE	<ul style="list-style-type: none"> ▪ very clearly and effectively used elements of a pitch in structuring presentation ▪ clarity and conciseness demonstrated very thorough thought and planning 	<ul style="list-style-type: none"> ▪ clearly used elements of a pitch in structuring presentation ▪ clarity and conciseness demonstrated adequate thought and planning 	<ul style="list-style-type: none"> ▪ some elements of a pitch were unclear or not used effectively ▪ clarity and conciseness demonstrated less than adequate thought and planning 	<ul style="list-style-type: none"> ▪ pitch elements unclear and/or missing ▪ clarity and conciseness demonstrated very little or poor thought and planning 	
OPEN & CLOSE	<ul style="list-style-type: none"> ▪ very effective and engaging opening and closing 	<ul style="list-style-type: none"> ▪ effective opening and closing 	<ul style="list-style-type: none"> ▪ opening and/or closing not as effective and/or engaging as could be 	<ul style="list-style-type: none"> ▪ opening and/or closing weak and ineffective 	
DELIVERY	<ul style="list-style-type: none"> ▪ delivery of pitch demonstrated very strong conviction, passion and enthusiasm ▪ pitcher was very natural, poised and confident ▪ thorough practice was very clearly evident 	<ul style="list-style-type: none"> ▪ delivery of pitch showed conviction, passion and enthusiasm ▪ pitcher was reasonably natural, poised and confident ▪ practice was clearly evident 	<ul style="list-style-type: none"> ▪ delivery of pitch showed less than adequate conviction, passion and enthusiasm ▪ pitcher was less than natural, stiff, and/or lacking confidence ▪ practice was not clearly evident 	<ul style="list-style-type: none"> ▪ delivery of pitch showed little conviction, passion and/or enthusiasm ▪ pitcher was unnatural, stiff and/or lacking confidence ▪ more practice was needed 	
CONNECTION WITH AUDIENCE	<ul style="list-style-type: none"> ▪ pitch clearly considered and incorporated audience's point of view ▪ strong eye contact ▪ effectively grabbed and kept audience's attention throughout ▪ audience very engaged throughout pitch 	<ul style="list-style-type: none"> ▪ pitch considered audience's point of view ▪ good eye contact ▪ grabbed and kept audience's attention throughout ▪ audience reasonably engaged throughout 	<ul style="list-style-type: none"> ▪ pitch didn't appear to consider audience's point of view ▪ weak eye contact ▪ didn't effectively grab and/or keep audience's attention ▪ audience not engaged throughout pitch 	<ul style="list-style-type: none"> ▪ pitch didn't consider audience's point of view ▪ little to no eye contact and/or reading pitch ▪ lost audience's attention 	

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Pitch Structure

To summarize, what are the key elements of an elevator pitch for investor funding

Pain statement:

- You must demonstrate the need the product will address.

Gain statement:

- You must demonstrate the value proposition and competitive advantage – how your product solves the pain.
- A value proposition is a business or marketing statement that summarizes why a consumer should buy a product or use a service. This statement should convince a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings.

Other Key Points:

- You must demonstrate why the idea is worth the investor giving more time to listen
- These elements must be presented clearly and concisely
- A logical structure is essential

Open and Close

Different Strategy Ideas:

- Make a bold claim (ie. “In 5 years this industry will not exist as we know it.”)
- Invite them to ‘imagine’ (ie. “Imagine a company where everyone is one integrated team...”)
- Present a striking fact or statistic (ie. “25,000 people die every day of hunger or hunger-related causes.”)
- Ask a question (ie. “How many of you have used the internet today?”)
- Start with a quote (ie. “Quality is remembered long after the price is forgotten”) Gucci family slogan.

Delivery

You'll be graded on 3 key aspects of your delivery:

- Did you deliver with conviction, passion, and enthusiasm?
- Were you natural, poised and confident?
- Did you practice?

Keys to success:

- Check timing, flow, gestures, pausing, emphasis, etc.
- Once double-spaced page of 14pt font is about 2 minutes
- Make sure you know the beginning – easier once you get going
- “There are two types of speakers; those that are nervous and those that are liars” Mark Twain

Connection with the Audience

4 elements that you will be graded on:

- Did you incorporate the audience's point of view?
- Did you make eye contact?
- Did you grab and keep their attention?
- Was the audience engaged?

Key things to know about your audience:

- Who are they?
- What are their expectations?
- What do they know/understand already?
- What's their attitude?

90 Seconds

Sales Pitch Winner

Sales Pitch Winner

University of Dayton
Business Plan Competition
Elevator Pitch

First Place, \$1,500
Aaron Pugh
Hot Seat