

"Thanks a million Peter – or should I say \$400 million?"

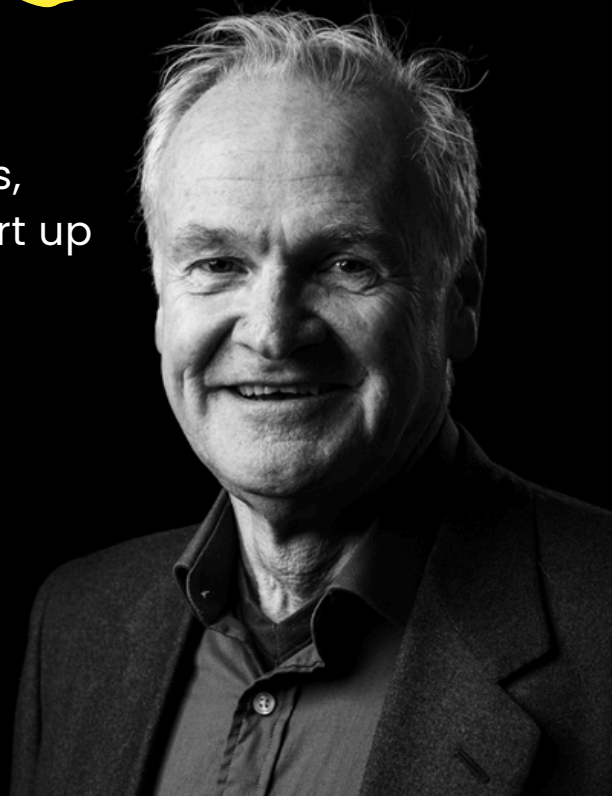
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HOW TO GET TO YES

Pitching your ideas,
company, and start up



Peter Botting





HOW TO GET TO YES – PITCHING YOUR IDEAS, COMPANY, AND STARTUP

TAKE YOUR IDEAS FROM YOUR CONCEPT
TO THEIR COMMITMENT: THE ART OF
PERSUASION THAT CONVERTS

Great ideas fail not because they're bad, but because they're badly pitched.

The difference between a “maybe” and a “yes” lies in how clearly, confidently, and credibly you communicate value.

This guide breaks down how to pitch so people don't just understand your idea - they believe in it. And you.



THE PSYCHOLOGY OF A YES

A “yes” doesn’t come from logic alone.

Yes is a mix of trust, clarity, and emotion.

People buy into you before they buy into your idea.

Let’s help them do both.



START WITH THE PROBLEM, NOT THE PRODUCT

Nobody cares what you've built until they understand why it matters.

Define the problem vividly: make them feel it.

“Every day, small businesses lose hours reconciling data across systems.”

Pain first. Impact second.

Approach/solution third. Outcome last.



LEAD WITH A HOOK

Attention is your most precious resource.

Open with something that makes people stop and listen: a stat, story, or unexpected truth.

“90% of startups, some with solutions people actually need, fail. That wastes time, burns investment money, kills entrepreneurial energy.”

“Our solution slashes that number, bringing valuable solutions to life.”



TELL A STORY THAT MOVES

Facts tell. Stories sell.

Frame your pitch as a journey:
problem → spark → struggle →
breakthrough → impact.

Emotion is the bridge to memory.



CLARITY BEATS CLEVER

A confused audience never says yes.

Simplify your message until a teenager, or your granny, could understand and explain it.

If you need slides to make it make sense, you and your pitch aren't ready yet.



MAKE THE VALUE TANGIBLE

Replace abstract benefits with specific results.

“We save HR teams 8.5 hours a week.”

Numbers, time, money, or simplicity: pick one and make it measurable.



ESTABLISH CREDIBILITY EARLY

Why should they trust you?

Briefly state your experience, results, or traction without ego.

“Our last platform reached 100,000 users in under six months.”



READ THE ROOM

Tailor your tone to your audience.

Investors want numbers.

Clients want outcomes.

Partners want synergy.

A great pitch adapts while keeping its core story intact.



ANTICIPATE OBJECTIONS BEFORE THEY'RE SPOKEN

Every “yes” hides a dozen silent “buts”.

Address them head-on: cost, timing, risk, scalability.

Show you've thought through, and addressed, every weakness. Turn them into strength.



SELL THE VISION, NOT JUST THE SOLUTION

Don't just describe your current product, paint the future it enables.

People invest in outcomes they can imagine. Trajectories based on prototypes, not prototypes.

“Today, we're helping (checks notes) 523 users, and 15 new users are signing up every day.”



USE CONTRAST TO DRIVE DESIRE

Create an emotional gap between the pain of staying the same and the benefit of change.

“Before us: chaos. After us: clarity.”

Inertia/inaction is the easiest choice.

Contrast makes the choice feel obvious.



SHOW, DON'T TELL

If possible, demo.

A 60-second live demonstration beats a 10-slide explanation. Always.

Tangible (see, smell, touch, hear, feel) proof trumps theoretical promise.



KEEP IT SHORT

You're not auditioning for TED.

Aim for clarity in under 4 minutes, with one memorable line every minute. At least.

That's 500 words: If you can't do that, you don't know it deeply enough.



RELEVANCE + ENGAGEMENT = INTEREST

Ask questions that pull people in.

“What annoys you/challenges have you seen in this space/process?”

It turns your pitch from a one-way broadcast speech into a two-way conversation.



MAKE IT ABOUT THEM

Frame your pitch in their language, not yours.

How does it solve their problem, help their goals, or make their life easier?

Every “you” is more powerful than a “we.”

They don't care about you, unless you are talking about them. A “we” here is ok.



EMOTION DRIVES ACTION

Even investors make emotional decisions, which they justify by data and logic.

Tap into their pain, excitement, frustration, curiosity, or relief. Or greed.

People don't fund slides, they fund stories about a better future that they can believe.



HANDLE QUESTIONS WITH CALM AUTHORITY

When sharing insights, focus on long-term outcomes, not just tactical wins.

Boards respond to leaders who see the bigger picture.

Tell stories that get them in a helicopter.



END WITH CLARITY AND CONFIDENCE

Always finish with a direct ask.

“We’re seeking \$250K to expand to 5 cities next quarter.”

If you don’t ask clearly, no one says yes clearly.



LEAVE THEM WANTING MORE

Your goal isn't to close the deal instantly, it's to open the next door.

Get to the next stage. Get through enough stages, you'll get to a "YES".

End on a powerful vision statement that lingers.

"We're not just building tech, we're building time."



FOLLOW UP LIKE A PROFESSIONAL

Send a summary within 24 hours: what you discussed, what you need, and what happens next.

Momentum dies in silence. Keep it alive politely and consistently.



PRACTICE UNTIL YOU SOUND “EFFORTLESS”

Rehearse until your delivery feels natural.

Confidence isn't knowing your script, it's knowing your story so well that you can adapt it live.



ATTENTION FOUNDERS AND CREATORS: THE YES MINDSET

1. People buy belief before they buy equity. If they don't trust your conviction, they won't trust your numbers.
2. Simplicity wins. The sharper the message, the faster the "yes."
3. The best pitch is a conversation. Not a monologue, but a shared exploration of opportunity.



ATTENTION INVESTORS AND LEADERS: WHAT TO LISTEN FOR

1. Clarity of Problem.

Can they define it better than anyone else?
That's half the solution.

2. Emotional Ownership.

Do they sound like someone solving a
problem, or selling a product/solution?

3. Consistency.

Do their story, data, and delivery align?
Consistency is credibility.



FINAL THOUGHT

A great pitch doesn't manipulate, it illuminates.

It helps people see what you see, feel what you feel, and believe what's possible.

When you master that, the "yes" becomes inevitable.

EXECUTIVE INTERVIEW COACHING
FROM **6-TIME TEDMED**
AND SXSW
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Peter Botting

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