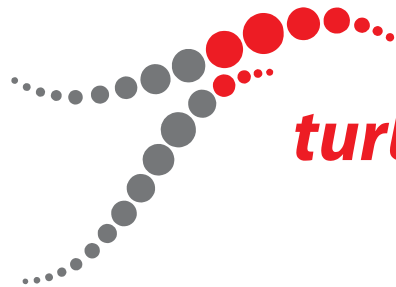




Joel A. DiGirolamo, BSEE, MBA, MS Psychology

Successful Pitches and Personality Types



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Agenda

DISC Model Overview

How to Determine Which Type

Examples

Pitching to Each Type



Importance

Investors May Become Your Board of Directors or Partners

Become More Effective

- Investors
- Sales
- Employees
- All Relationships



DISC Model

**Result
Oriented**

**People
Oriented**

Compliant	Dominant
Steady	Influencer

Introvert

Extrovert



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Dominance

Active in Dealing with Problems and Challenges, Talk Fast

Driving

Strong Willed

Egocentric

Forceful

Determined

Ambitious

Demanding

Pioneering

Aggressive



Photo courtesy Boss Tweed



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Influence

Influence Others Through Talking and Activity, Tend to be Emotional

Convincing

Magnetic

Political

Warm

Demonstrative

Enthusiastic

Optimistic

Persuasive

Trusting



Photo courtesy mattbuchanan



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Steadiness

Steady Pace, Security, Don't Like Sudden Change

Relaxed

Predictable

Patient

Possessive

Calm

Stable

Deliberate

Consistent

**Tend to Be
Unemotional**

Poker Faced



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Thursday, May 5, 2011

Compliance

Adhere to Rules, Regulations, Structure

Careful

Diplomatic

Neat

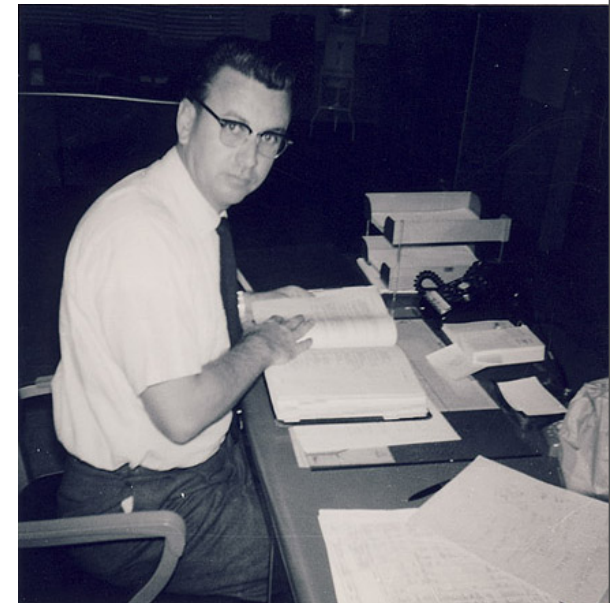
Cautious

Systematic

Exacting

Tactful

Accurate



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DISC Model

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Opening

“Before we start... can you tell me what you’re looking for in a pitch so that I can focus our discussion and make it more efficient and productive for us?”



What to Listen for

I Need to See... to Make a Decision

- Results Oriented

I Need to See Who Your Customers Will be, Who Will be Involved

- People Oriented

I'm Looking for an Idea That's Going to Pop in the Market

- Dominant

I'll Need to See Your Numbers

- Compliant



Selling Tips

Dominant

- Be Quick, Stick to Business
- Show How the Product Will Move Them Forward

Influencer

- Socialize with Them, Image is Important, Talk About People
- Show How the Product Will Make Them Look Good

Steady

- Show How the Product Will Help the Team, Use the Word Team a Lot

Compliance

- Provide Facts, Figures, Statistics, Build Credibility
- Give Them Time



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What To Pitch

3-4 Things Max

Keep it Simple

Leave the Rest



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Multiple Modalities of Learning

Visual

- “The way I see it...,” “I get the picture. What else?”
- Show Pictures

Auditory

- “So what I hear you saying is...,” “But you just said...”
- Tell the Story, What You Need

Bodily Kinesthetic

- “I get the feeling...”
- Talk About the Customer Experience, Tap the Emotion



Tips

Match Voice Tone, Speed, Inflection

Look for Common Ground

- Do Your Homework
- Create Rapport as Best You Can

Ask for Advice

- “I know you were in my shoes at one time. If you were me, what would you do?”
- “Can you help me?”



Closing

OK to Ask...

- “On a scale of 1 to 10... where do you see my company?”
- “Can you help me out, what is your decision process?”



Seek Clarity



~~Ambiguity~~



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Thank You!

Slides at:

[turbochargedleadership.com/
presentations.html](http://turbochargedleadership.com/presentations.html)

Entrepreneurial Quiz at:

www.psych-research.com/s/iq/

