

The Gaddie Pitch
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A)	Target Customers?	
B)	Typical Problems?	

C) What we Do	D) Benefits	E) Feelings	F) Metaphors

1. You know how...

2. Well what we do is...

3 Simple Rules

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1. 30 Seconds or Less
2. Must Pass the Ari Test
3. Include Metaphors

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Gaddie Pitch for the Gaddie
Pitch Business Itself.

1. You know how...

A lot of businesses have exceptional goods and services to offer, but sometimes, the owners and the business development people struggle to find the right words when people ask them “What do you do?”. It’s like they go fishing for new customers in the rights spots but they just can’t find the right bait to put at the end of their line?

2. Well what we do is...

Craft the words for them so that when they share their elevator pitch or deliver presentations, they attract new customers like bees to honey.

3. In fact...

Peter Dijkema of Organon Consulting attracted a lucrative deal worth more than \$100k the very first time he used the Gaddie Pitch.

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1. You know how...

A lot of small and medium size businesses want to grow to the next level, but often they feel like they're just swimming against the tide to make it happen and to get more leads?

2. Well what we do is...

Provide them with repeatable Tools & Systems which will have leads bashing down the door to get to them!

3. In fact...

We helped Martin Coyle, GM of Marketing and Sales at LogicalTech, to develop a \$400,000 pipeline of new opportunities within 48 hours of hosting an event which we showed him how to deliver.