

An Innovative Method for  
**PRESENTING, PERSUADING,**  
**AND WINNING THE DEAL**

# PITCH ANYTHING

OREN KLAFF



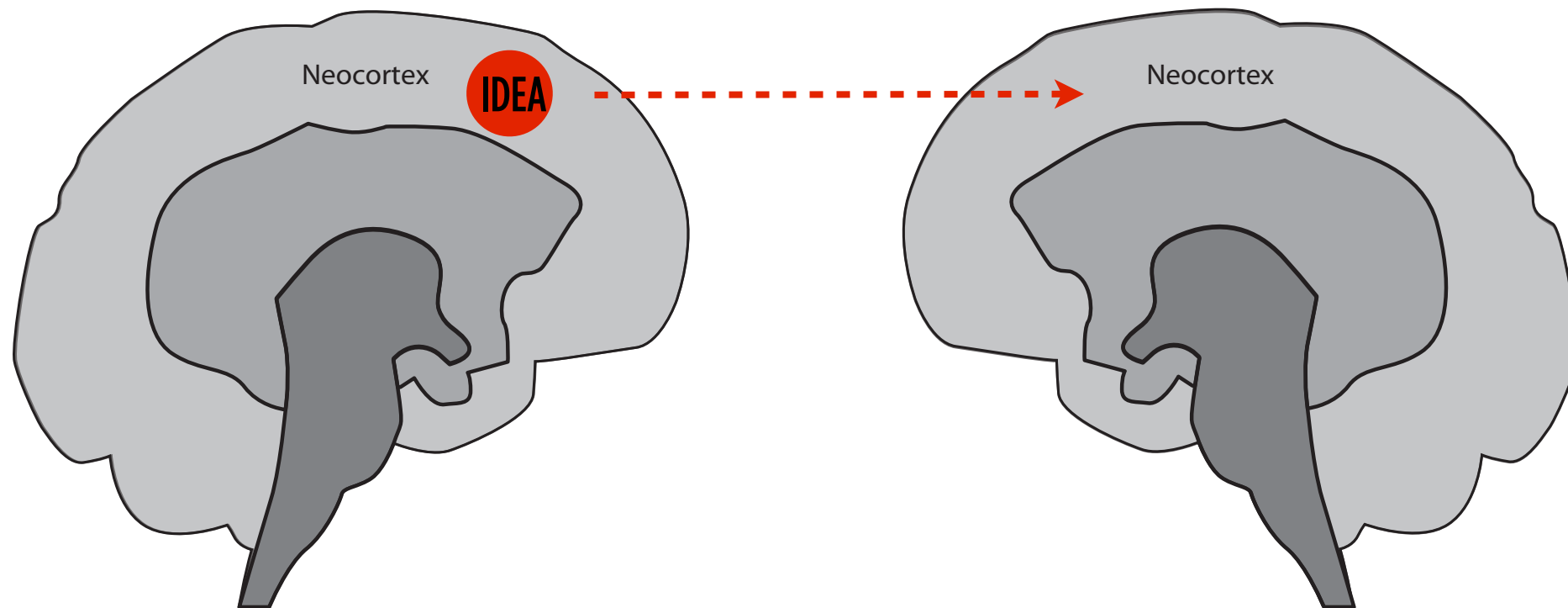
# **BASIC HUMAN BEHAVIOR**

- ✓ **PEOPLE WANT WHAT THEY CAN'T HAVE**
- ✓ **PEOPLE CHASE THAT WHICH MOVES AWAY FROM THEM**
- ✓ **PEOPLE ONLY VALUE THAT WHICH THEY PAY FOR**

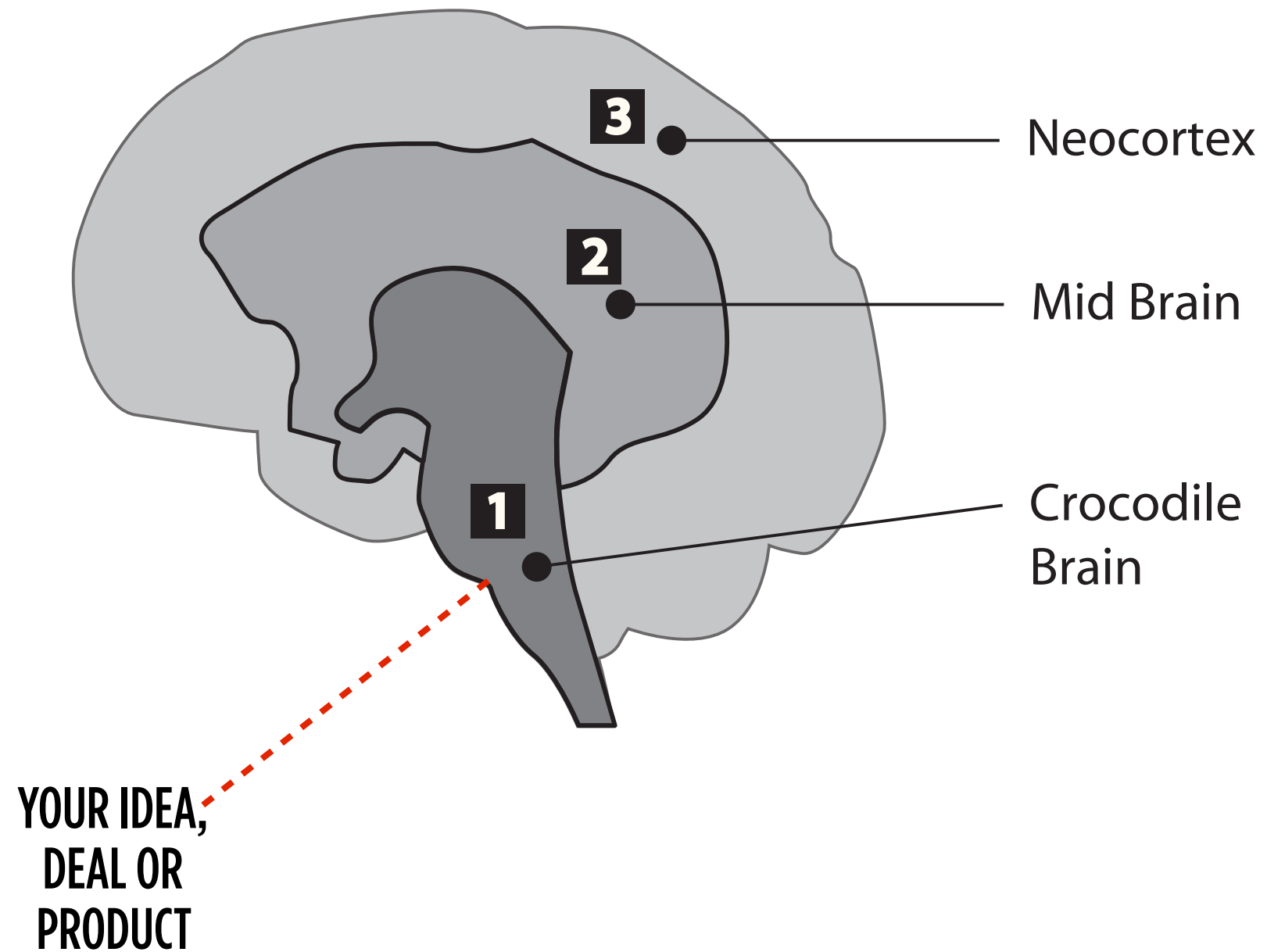


# YOU

# BUYER

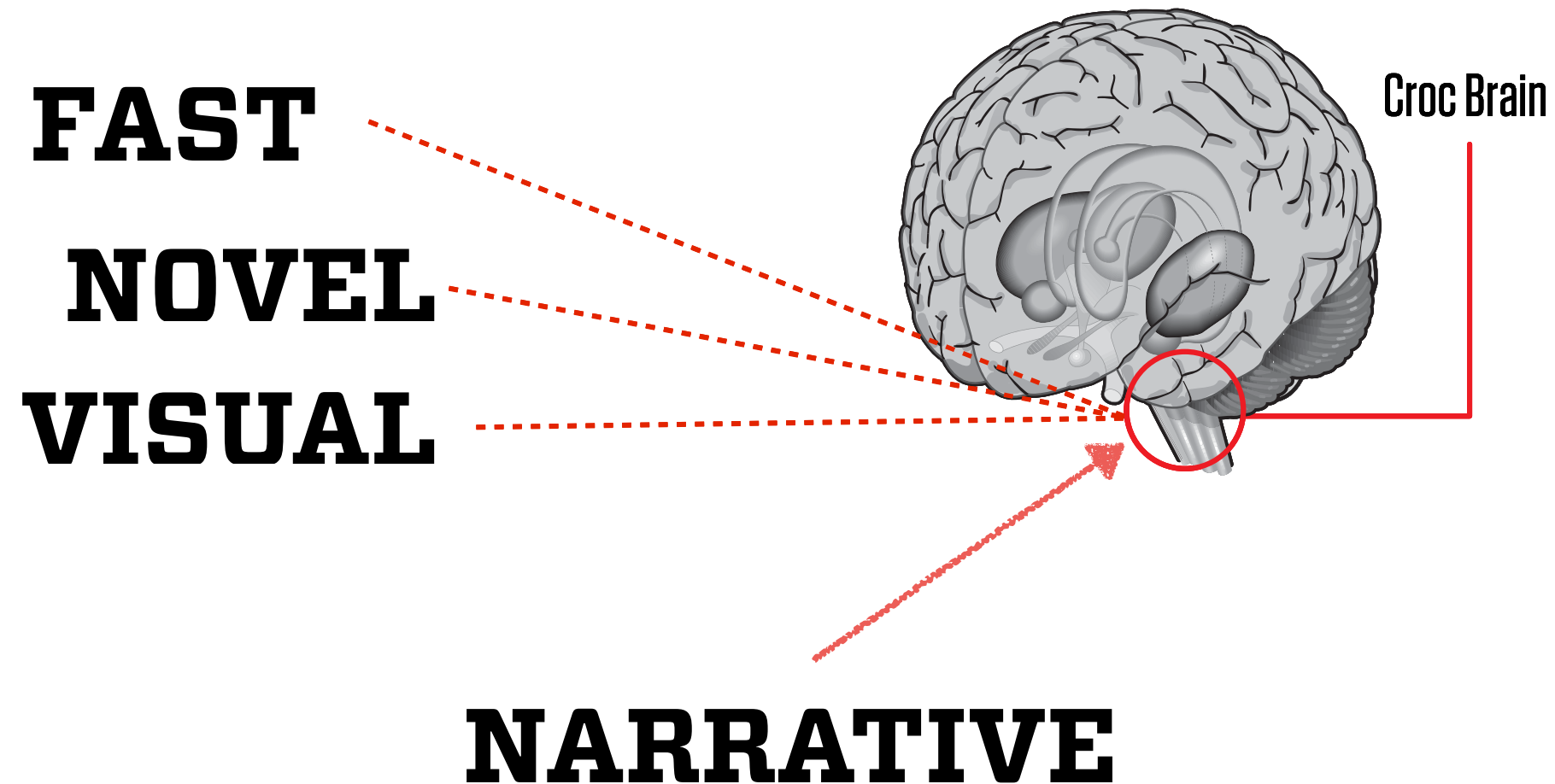


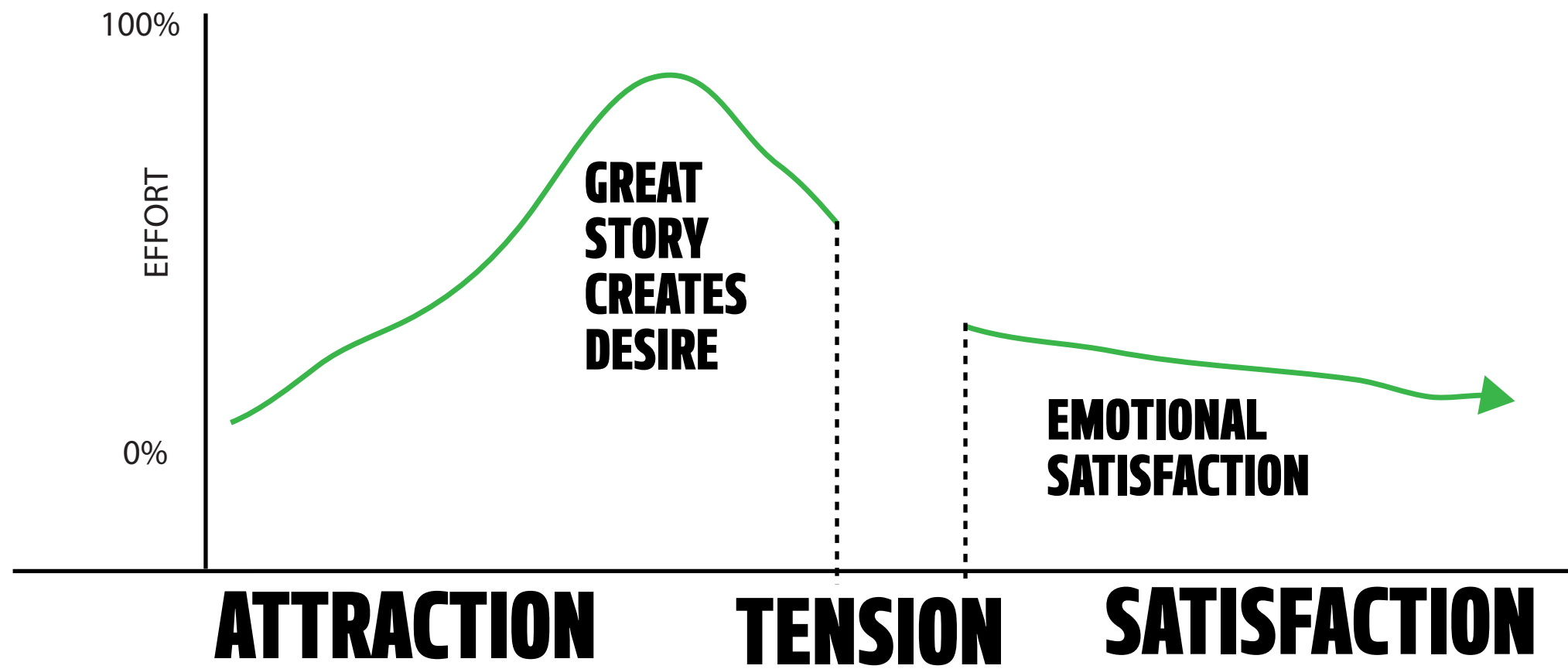
# BUYER

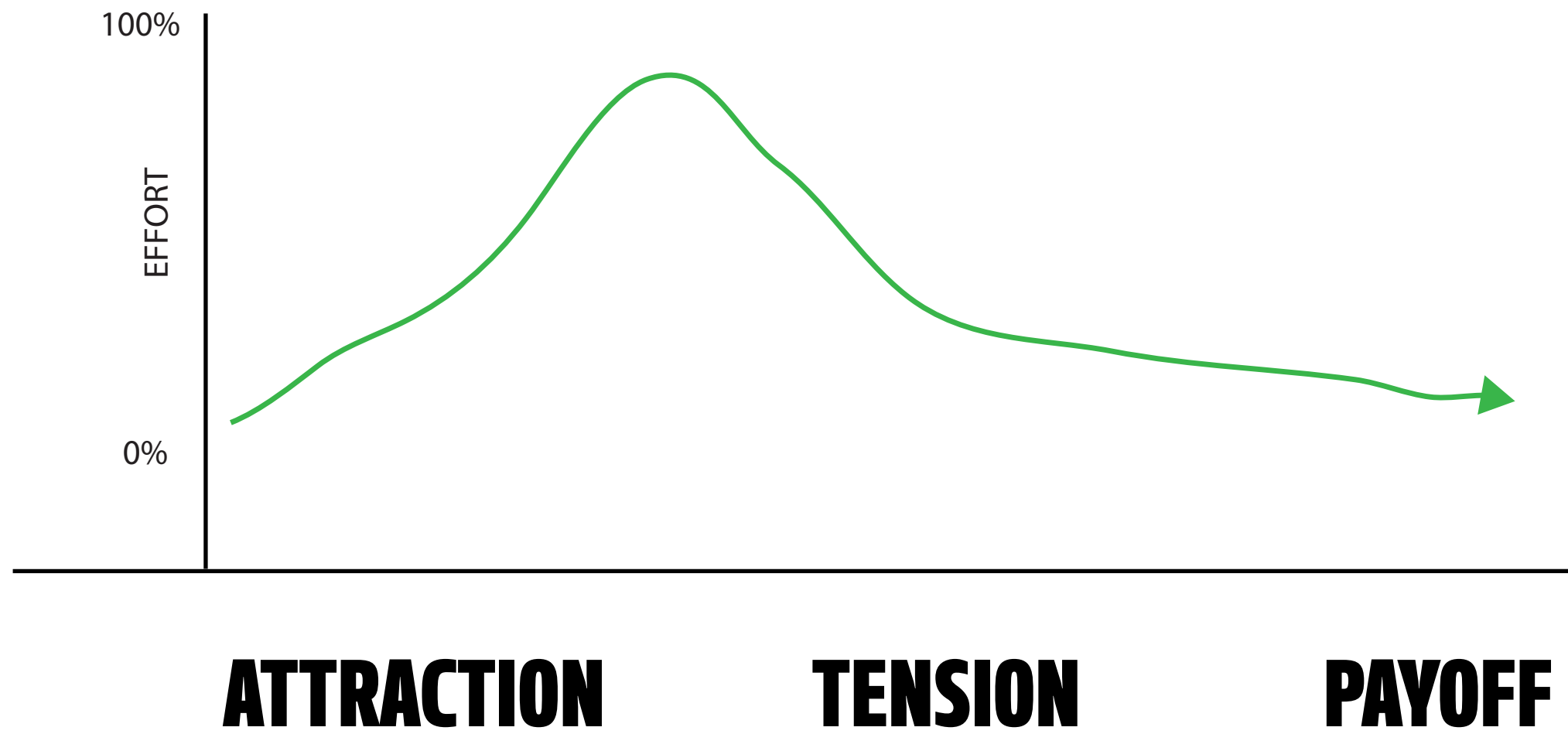


# THE CROC BRAIN

HOW THE CROC BRAIN FILTERS INFORMATION









# THE BIG IDEA IN 162 WORDS:

Today, if there's an unfortunate twist of fate in your life, with a *slip*, a *fall*, a *crash* ... or worse ... your instincts will be to dial 911. This single action will put your fate in the hands of a Byzantine network of phone operators, private contractors, and public services. GOOD LUCK.

*The faint of heart may want to stop reading this presentation ...*

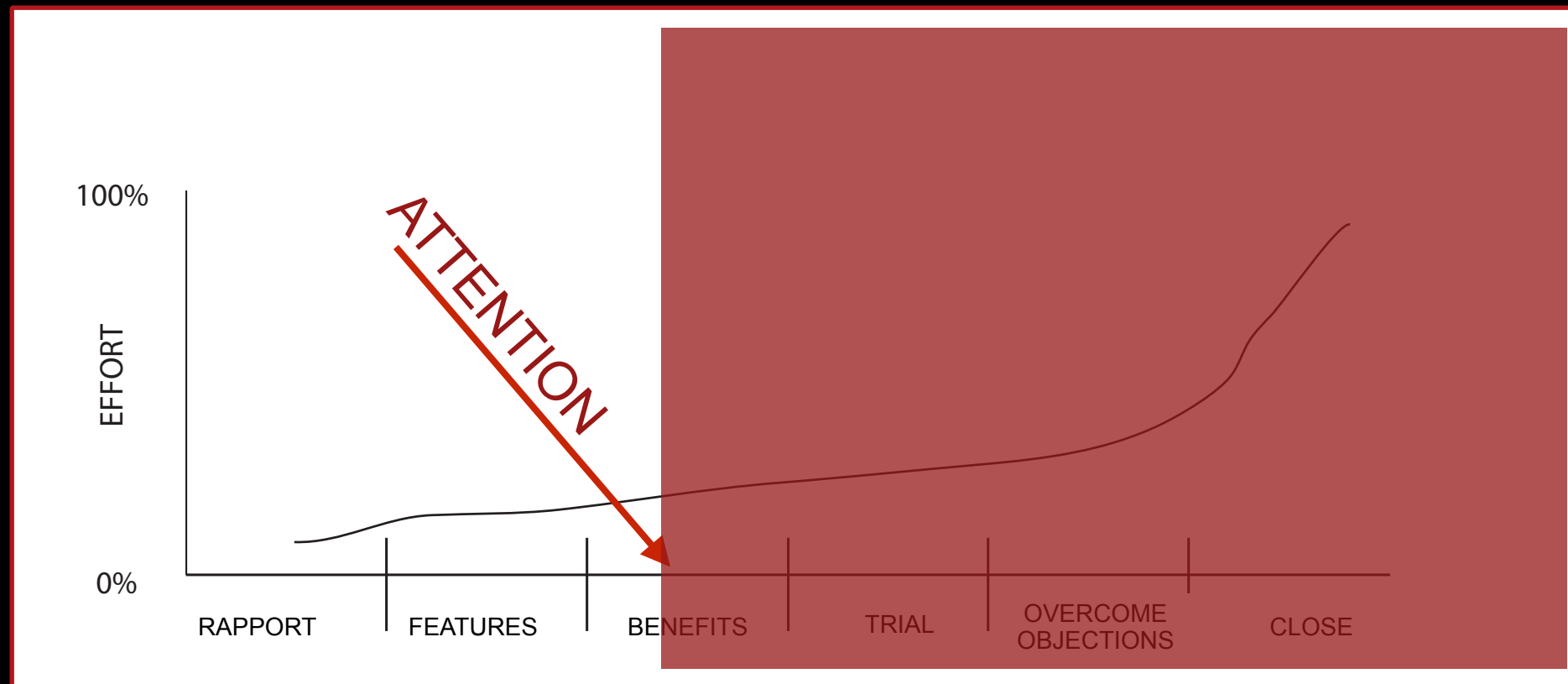
Once you know how a 911 call is routed, you'll buckle-up more often, wear better equipment for the sports you play and generally live a more cautious life: **A 911 response time can be 15<sup>1/2</sup> minutes or more.** Will you survive that? Maybe ... probably ... hopefully. But if you're disabled, or critically injured, then seconds count. For this reason, it's possible that 911 will be the last call you ever make.

But it's not just about "personal injury." **911 is a serious problem for hospitals, too.** It costs them \$8 billion per year in unnecessary readmissions.

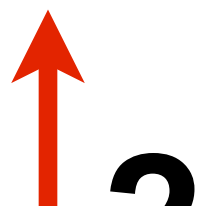


**NEEDINESS KILLS DEALS**

# “ABC SELLING”



# 3-STEP FIX



# THE GREAT STORY

TIME TO SPEND

130

SECONDS

ELAPSED TIME:



**CHANGE**

**A CLEAR  
PROBLEM**

**HIT  
SKEPTICISM**

**A CLEAR  
SOLUTION**

**WHAT IT IS**

**HOW IT  
WORKS**

**VALUE  
PROPOSITION**

**ASSUMP-  
TIONS**

**ROI**

q&a