

CUSTOMER PITCH VS INVESTOR PITCH CHEAT SHEET

Simple Series have put together a cheat sheet sharing the difference between both pitches.

A customer or investor are fundamentally looking for different things, so make sure you do not fall into the trap of thinking they are the same.

Strategies to monetise

A customer knows many aspects of the problems it needs to solve and are personally, interested and invested in the solution. Make sure you figure out how the solution helps them personally and share this information.

Using industry specific jargon creates credibility. When pitching make sure to listen, listen, listen and let the customer do more talking than you.

Having a clear understanding of your customer pitch will enable you to use this information on any of the following;

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Having a clear understanding of your customer pitch will enable you to use this information on any of the following;

- Sales calls
- Front page of your website
- Help/FAQ
- User interviews

As you look at the product or service you are offering them, identify its functionality clearly.

- Does it solve their specific problems?
- How and why?
- What is unique about your offering?
- How does the pricing apply to them?
- Share more about the product through
 - Visuals
 - Sharing screenshots
 - and Demos
- What is the on boarding process?
- Explain timelines, results or any other added benefit that is applicable to what you offer.

Walking in your customer's shoes and understanding their experience is one of the best pieces of advice you will ever receive. Whilst having a great website / shop window is great so to speak – you really must understand their pain points and your niche market.

The more you niche in your marketplace the more value and money you will make.

An investor pitch

Every investor is either looking for a business with a product or service that either pulls at their heart strings from a personal perspective (a cause they are passionate about) or they are simply looking for a great return on their investment (ROI) in a short period of time. At any pitch your time is limited and therefore it is imperative you gain engagement as quickly as possible and help them really feel the experience that your business will bring to the table.

Remember they may not have or fully understand the problem – it is your role to educate them. They are interested in knowing whether you have the solution and if there is an opportunity to leverage it, expand upon and potentially establish your brand and business as the go-to one. Jargon for them can be confusing so always keep it simple and use language that they will understand. Avoid marketing language. Do not share this on your website.

This pitch is not for customers as it should only be a pitch for investors.

Questions frequently asked from Investors.

- What do you do?
- How far along are you in production?
- How big is the market?
- What is the competition like?
- How do you charge users?
- What's your USP?
- Who are the founders?
- Who is on your team?
- Do you have the skillset to build the product?
- What is the demand level?
- Potential customers for the product – how many?

Here the investors want to know more about the market, your expertise, USP and the financial growth and potential expansion.

Lastly remember you are looking at two very different outcomes.

The investor pitch – you need to be able to show how you can build a big business?

The customer – You need to be able to share your product and how it can solve their specific problem.

