



Boost Bouw Limburg

Peter Bertels en Maarten Aelvoet


Sessie 6 - 21 maart

Story time





**Your story must
always be ready
to be told.**

A black and white photograph of a modern interior space. The room features large glass windows on the left side, offering a view of the outdoors. The floor is made of light-colored tiles. In the foreground, there is a lounge area with several round, dark-colored ottomans and a small, square wooden table. The background shows a dining area with tables and chairs, partially visible through the glass walls. The overall atmosphere is clean, minimalist, and bright.

**Imagine
you are here
this afternoon**



And all of a sudden this guy enters...



A key investor that could accelerate your idea.

Marc Coucke



A key prospect that could be a big customer

Willy Naessens



A key influencer that could spread your offering

H elene de Troostenbergh



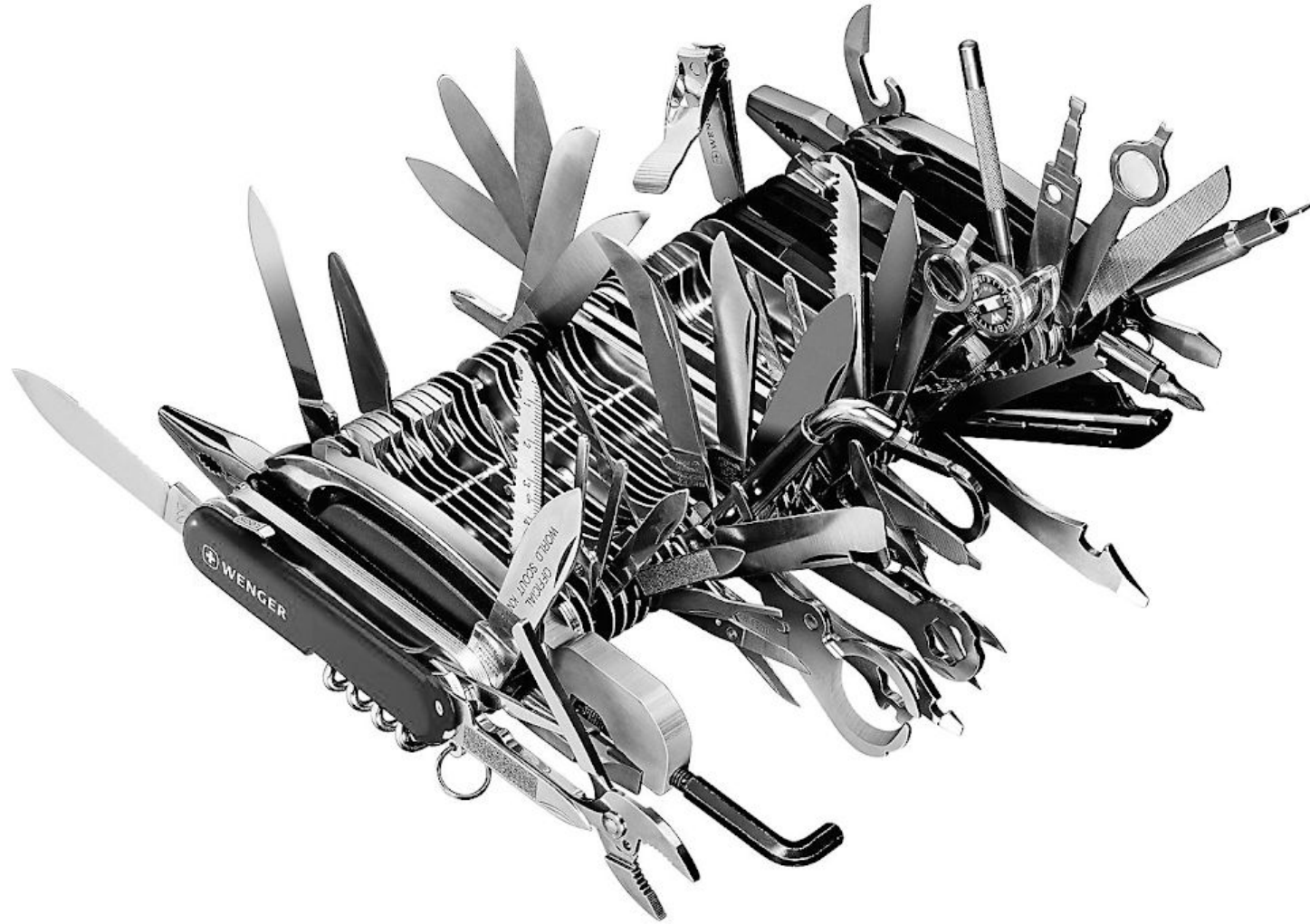
YES!

YES!

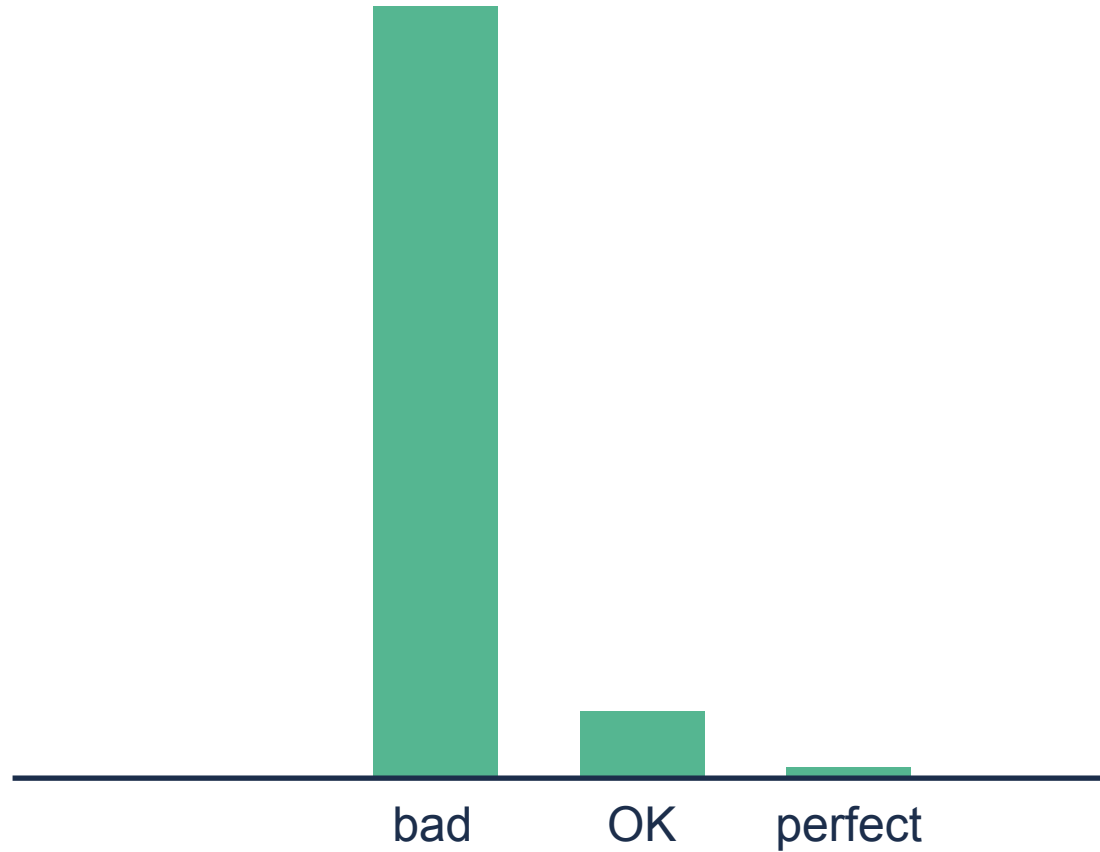
YES!



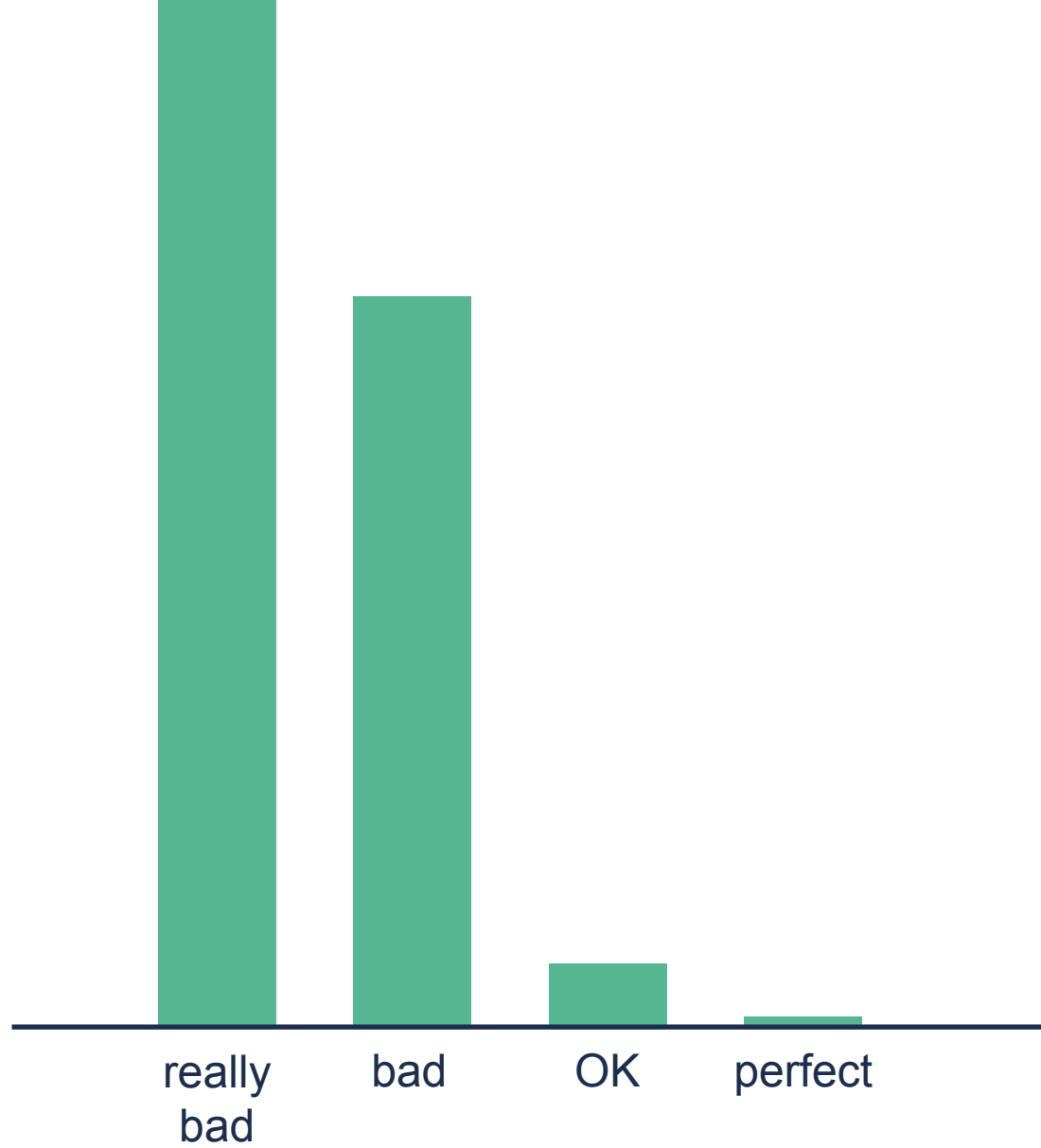
And it feels a bit as



**Where to
start?
So many
angles.**



**And you
know the
statistics.**



**And you
know the
statistics.**



**And you
know the
statistics.**

Turn any pitch into a yes
with the **Pro-Model**

The **Pro-Model** will get
you to a **yes**. Every time.

There are just a few simple steps...

-  Describe the **PROblem**
-  Make a big fat **PROmise**
-  Describe the **PROcess**
-  Support with some **PROof**
-  Make one simple **PROposal**

For the record:
we're here



Met je knie kan op gevoelige oppervlaktes. Lees de gebruiksaanwijzing zorgvuldig.



Describe the PROblem
Innocent people are terrorized by corrupt figures, with no help from the authorities.



Make a big fat PROMise
"If you have a problem and if no one else can help... hire the A-Team"



Describe the PROcess

1. Assess & Plan
2. Execute Tactically
3. Restore Justice



Support with some PROof
"I love it when a plan comes together"



Make one simple PROposal
If you're in trouble and no one else can help, find the A-Team.



Describe the PROblem
Travelers struggle to find affordable, comfortable, and authentic places to stay.



Make a big fat PROMise
Airbnb lets you stay in real homes for less than a hotel.



Describe the PROcess

1. Search & Discover
2. Book securely
3. Enjoy like a Local



Support with some PROof
Millions of travelers have chosen Airbnb over hotels for better stays at lower costs.



Make one simple PROposal
Try Airbnb for your next trip and stay like a local.



Describe the PROblem
Global threats operate in the shadows, beyond the reach of traditional intelligence.



Make a big fat PROMise
My name is Bond,
James Bond



Describe the PROcess

1. Identify the Villain
2. Infiltrate & Outmaneuver
3. Eliminate the Threat



Support with some PROof
From cyberterrorists to rogue operatives, Bond always gets the job done.



Make one simple PROposal
When the world is in danger, trust Bond.



Describe the PROblem
People juggle too many apps for notes, tasks, ... leading to chaos.



Make a big fat PROMise
Notion replaces all your productivity tools in one simple workspace.



Describe the PROcess

1. Capture Everything
2. Organize Easily
3. Collaborate Seamlessly



Support with some PROof
Millions of users, from startups to Fortune 500 companies, rely on us daily.



Make one simple PROposal
Ditch the clutter – switch to Notion today.

If you want a yes,
use the PRO-model...
at least once.

Let's do it!

PRoModel for the Perfect Pitch

PROblem
Describe the situation your prospect faces.
Make sure he fully understands you have nailed his problem.


PROcess
Describe how your solution works.
Remember: people cannot remember a lot. Narrow it down to 3 items max.

PROof
Convince them with something tangible: a use case, key metrics, other successes...

PROmise
Capture your solution in a few keywords. It should get people start wondering 'how?'

PROposal
Make them wonder about your offer. One question. That's it. Keep it simple.

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 **norsu**

1. Make the problem tangible
2. Make it emotional
3. Quantify when needed



Describe the
PROblem



Make a big fat
PROmise



Describe the
PROcess



Support with
some **PROof**



Make one
simple **PROposal**

1. Make it intriguing
2. Connect to core desires
3. Keep It credible yet bold



Describe the
PROblem



Make a big fat
PROmise



Describe the
PROcess



Support with
some **PROof**



Make one
simple **PROposal**

1. Limit to 3 key steps
2. Use tangible language
3. Address potential obstacles



Describe the
PROblem



Make a big fat
PROmise



Describe the
PROcess



Support with
some **PROof**



Make one
simple **PROposal**

1. Use relevant cases
2. Connections to what they know
3. Vary your evidence



Describe the
PROblem



Make a big fat
PROmise



Describe the
PROcess



Support with
some **PROof**



Make one
simple **PROposal**

1. One focus message
2. Crystal clear next step
3. Urgency Without Pressure



Describe the
PROblem



Make a big fat
PROmise



Describe the
PROcess



Support with
some **PROof**



Make one
simple **PROposal**

T H A N K ♥ Y O U