

Getting funded – tailoring your messaging for each investor to break from the competition



Sharon Drew Morgen

Do you want to create the right pitch, presentation, or conversation that matches the hidden criteria each investor group uses to choose who to fund?

Do you know how to tailor your material so each investor group knows why to choose you over other worthy competitors – how to recognize the signal from the noise?

How do your investors know that funding you will help them meet their goals?

Your solution is truly worthwhile and creative. Your group is innovative, hard-working, and responsible. But so is everyone else's. You face a lot of competition when it's time to get funded. Do you know what your investors need to see/hear from you in order to choose you over other worthy groups?

Believe it or not, getting funded has less to do with your solution, your marketing, or your pitch than you think. It has to do with matching an investor's unique spectrum of disparate (sometimes unconscious, or personal) criteria – some unknown to you, and only some of which have to do with your valuation, your possibility, or your position in the market.

And unfortunately, standard presentations may miss the mark when, with a few additions, they can facilitate conversations that expand possibility.

This program will offer new skills to add to what you're doing now so investors know that choosing you will provide them their best chance for success. This program will teach you how to

- » Evaluate your current messaging in relation to your investor's choice criteria.
- » Recognize the difference between pitching your solution and facilitating decision making.
- » Enter each funding dialogue with the right tools, pitch and materials to
 - initiate collaborative conversations
 - identify and meet all of the investor's unique choice criteria
 - exhibit your uniqueness, ability to collaborate, and professionalism
 - separate you from others vying for the same funds – the signal from the noise.
- » Recognize which funding source would be the best fit for you.

The facilitation model at the heart of this program makes it unique. There are no other programs that offer experiential learning to *design materials to enter each funding situation uniquely, and uncover the investor's unspoken criteria* for choosing who to fund. Also, each participant will tweak their current materials and pitch the new material to the group for feedback.

Syllabus: Getting funded

Day 1

LECTURE: Do you want to sell? Or get funded? – they may be two different things.

EXERCISE: Breaking down your current presentation:

- » What's working/what's not?
- » What do investors hear/see/believe from your current messaging?
- » Who wouldn't be attracted to your current presentation?
- » How do you stack up against your competition?

EXERCISE: Each participant will present their pitch and other course participants will give feedback as if they were investors.

BREAK AND NETWORKING

EXERCISE: How to know which investors are the best matches:

- » Understanding your own choice criteria;
- » Calculating your bottom line: what are you willing/prepared to do to get funded;
- » Recognizing the best fit during your opening interaction.

Q&A.

Wrap up. Homework. [NOTE: Homework may take a couple of hours and should be factored in as part of the program.]

Day 2

OPEN FRAME: discussion re homework and questions.

LECTURE: how do investors choose?

EXERCISE: Learning how investors buy/choose one startup over another:

- » Criteria vs. content: what is needed from you to facilitate choice?
- » How to start a conversation with investors that opens up appropriate dialogue and questions?

ACTIVITY: Re-work current messaging to pitch to group.

BREAK AND NETWORKING

Q&A

ACTIVITY: Group presentations:

Each participant will use their new skills in front of the group and get feedback. Then, the course trainer will exhibit skills for participants to experience and question.

Q&A: End discussion and takeaways

Contact Sharon Drew Morgen for details:
sharondrew@sharondrewmorgen.com

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Sharon Drew Morgen has written 7 books on how buyers buy, including the NYTimes Business Bestseller **Selling with Integrity** and the book on every must-read list for sales professionals **Dirty Little Secrets: why buyers can't buy and sellers can't sell and what you can do about it**.

She has personally trained over 20,000 sales people globally in her unique Buying Facilitation® model,

including such companies as KPMG, IBM, Bose, Unisys, Morgan Stanley, KnowIT (Sweden), HP (Sweden).

Sharon Drew's newest book **What? Did you really say what I think I heard?** is considered a game-changer in the field of listening. Morgen is a consultant, trainer, speaker, and coach. She is on the faculty at STOAF, and the Program Director for Entrepreneur Programs. She can be reached at sharondrew@sharondrewmorgen.com