

The Power of the Pitch Using Mindmaps

Need some advice on increasing your capacity to influence? This article leads the way.

Statistics show that we'd improve our thinking a whopping 43% if we knew about mindmaps and how they could help us.

Trouble is most people (47% out of one hundred) lack the awareness of what a mindmap is less what it can do for them. So, only the experts who are advocates for and regularly use productivity tools like mindmaps are benefitting. You can be sure they appreciate their productivity gains and their increasing ability to influence.

Still, it doesn't have to be that way. As an entrepreneur who regularly seeks to make stand-out contributions within both large and small companies I work for, I know just how useful a resource these maps can be—especially when it comes to pitching new business or ideas.

Let's take a closer look.

Pitching a New Business to Potential Investors

Mindmaps can be a useful resource when sourcing funding for your business. They give an excellent overview and are as colorful as they are easy to understand and explain.

If you think that appearance-wise, mindmaps lack professionalism, and it's been some time since you've seen one, you should be aware that much has changed. Take the NovaMind mindmapping program, for instance. The new crop of maps that can be created through its software are sleek, professional-looking business documents that people want to keep. No, you didn't misread. People do want to keep these.

What's more, as business professionals are getting used to viewing visuals more frequently, mindmaps fulfill unstated expectations and get the attention of partners, suppliers, customers and staff alike!

Pitching Ideas to Your Team

The most important aspect to team management — whether it's instituting a new software package, introducing a new product or changing the company structure— is to involve staff at all levels so they take ownership and feel unthreatened by the change.

The chance for every team member to come up with a universe of ideas around which they can consult is hugely motivating as well as resource smart.

Mindmaps help everyone on a team record and disseminate their most important ideas.

Pitching to Your Clients

Where pitching to clients are concerned, mindmaps and pitching work particularly well together. We'll start with a common challenge: clients who are not convinced they should buy from you.

To counter this, create a mindmap where you list your top clients and their buying behaviors.

Note how they found you, where they are in the purchasing process, and what you learned they may need (or have needed) in order for you to close the sale. Getting these details clear in your own mind will prepare you well for that pitch with your clients.

Given your renewed clarity, are there now products and services that would be useful to these clients? Fill in your map even more by linking to additional maps detailing what it is you have done and can do as well for this client.

The opportunity for your pitch should emerge. For each product, you should be seeing where you can pitch more successfully, with all your facts and figures pleasingly accessible, all the while helping clients understand the bigger picture of your services.

Mindmaps perform a summarizing function that any member of a team can quickly see.

Pitching to Your Managers

As an employee it can be difficult to get new ideas past management. Many organizations resist change and sometimes it can feel as though your efforts to improve things go unappreciated.

As with any kind of sale, the secret to moving past change — adverse managers and objections to instituting new ideas, is to sell benefits. Mind mapping is very beneficial in this way, as you can present ideas strategically.

For example, you can make all of the consequences of a new idea clear. Your managers will be able to see what projects may be in need of special allocations and how the project links together with what the company is already doing. This allows decision makers to quickly and easily identify emerging issues, and gives you the chance to handle objections.

How to Present Your Pitch Using Mindmaps

Really, an effective pitch is also an effective presentation. Here's how you should think about it when using a mindmap:

- Stick to the keywords you put on your Mindmaps, and let your speech flow from there.
- Think of your audience as your friends — they all want you to do your best.
- Keep an expanded awareness of the state of the listeners in the room.
- Tell stories — start early in your presentation, but don't finish the stories until right at the end — this will keep people interested in the whole presentation.
- Have your projections and visual aids to the left side from the audience perspective — they will remember it better there.
- Think what emotional states you want people in at different stages of your presentation, to experience, and include that on your mindmap as well. It will help you gauge your own presentation.

Powerhouse Pitching—You're There!

So, by now, you, no doubt, have begun to understand how mindmaps can be used. Whether you want to influence your manager, potential or current clients, or just a general audience of interested consumers, using a visual tool like mindmaps will help you strike just the right balance between detail and overview. You will be less immersed in overloading others with your content, and have the chance to concentrate on relating with impact. Which means being able to become that powerhouse pitcher!

Want to learn more? Check out our resources below:

[Business Guide to Mind Mapping book](#)

Everything you need to know to use Mind Mapping in a business context

[Wikipedia information about Mind Maps](#)

Information from Wikipedia about Mind Mapping