

NABC model, pitch technique and arguments



- NABC model

A template to structure the content – Focus is on the need and value creation for the users or customers. Need, Approach, Benefit & Competition. (Source: Innovation : The Five Disciplines for Creating What Customers Want (2013), Curtis R. Carlson, William W. Wilmot)



- ACTION framework

A template to construct your presentation – A checklist to a non-boring and effective pitch.

(Source: The Art of the Pitch: Persuasion and presentation skills that win business (2012). Peter Coughter)

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1. It is a conversation, you are only the one doing most of the talking
2. Be yourself – all others are already taken
3. Tell stories
4. Know your stuff
5. Relax and create relationships
6. Teamwork is important
7. Make it personal – emotions
8. You need to know who you are presenting to
9. Don't be afraid
10. Practice, practice, practice
11. Remember WHY you are pitching

(Source: The Art of the Pitch: Persuasion and presentation skills that win business (2012). Peter Coughter. Adapted.)

An introduction to pitching, verbal and non-verbal communication:
<https://www.youtube.com/watch?v=JyYPQmRBn0Q>

About argument technique:
<https://dansksiderne.dk/index.php?id=2979>