



Pitch better. Win more.

It is common fact that architects and designers love ideas and harbour skills to excel at what they do. But something that often tends to create confusion is the unexpected lack of impact at design presentations or pitches. The weak link is usually not the design itself, rather the pitch with a shortage of client-like thinking and updated presentation techniques or styles.

Here are 5 thoughts to help solve this problem:

1. Be well-structured

The inspiration, the nuances, the possibilities, the underlying stories and the fabulous ideas – there's a lot on your mind and dumping them on your audience at a pitch could be rather chaotic. Find order beforehand. A simple trick could be to draft a flow on the computer, take a print, and draw arrows with your 2B or make physical cut outs to restructure. Now edit the flow on the computer, take another print and repeat if required.



2. Think client

Sounds very simple, yet very few architects actually think like their client. The fact is architects know too much, but the poor client is still trying to get his or her head around what concept drawings actually are. Also, while it is known that people buy on emotion and justify with logic, architects invariably tend to sell features. The result, a confused and withdrawn client. Focus on the essence of your design – what defines it, how it's unique and how it can deliver what's expected. These are the aspects that will help your clients understand better and help them see the big picture.



3. Read expressions

Gauge client reactions. Most prospects tend to let their doubts and concerns crawl up to their facial muscles. Don't pretend like you don't see them. Unearth and address them. A well-clarified pitch gets closest to being a successful pitch.

4. Mind time and attention

The usual human attention spans 7 to 10 minutes. Keep your presentation short. Project bullet point instead of paragraphs. Use adequate font size and highlight using colours. Ensure what's projected is visible to everyone in the room. This helps you be concise in your speech and promotes better communication.

5. Upgrade your visuals

Gone are the days of visuals being minor add-ons to your presentations. Move from uninspiring line drawings to well-rendered images. If a picture speaks a 1,000 words, then 3D speaks 10,000 words. Take clients on a visual journey through your idea and impress them with sharp high-definition visuals. The more they see the less they have to guess.