

Crafting the Perfect Pitch to Site Selectors, Businesses and Talent

Steve Kirby

VP Sales & Partnerships



The logo features the word "LOCALINTEL" in a bold, white, sans-serif font. It is centered within a dark blue circle, which is surrounded by two more concentric circles in a lighter shade of blue. The background of the entire image is white.

LOCALINTEL

About Localintel

Data visualizations that communicate your location's advantages more effectively. Just add them to your website.

Who work with

Federal



Provincial



Regional



Local



What's in store for us today

- What is a pitch and why prepare one?
- The biggest pitch mistakes you can make
- 5 elements to your perfect pitch
- Including data visualizations in your pitch



Are you waiting for the perfect pitch deck?

Not today sorry.

Your “pitch” is so much more than
a deck you use in those rare
occasions you’re required to
present in front of people.





What is a pitch and why prepare one?

- Foundation for all marketing communications
- Ensures consistent messaging
- Gets the attention of your target audience
- Gives your audience a reason to listen
- Saves time and money, increases productivity
- Help your target audience decide in favour of you

The biggest pitch mistakes you can make



Your Audience

Not knowing your target audience and what matters most to them



Your Advantages

Not knowing your competitive advantages



Your Why

Not being able to articulate why your target audience should choose you

5 elements to your perfect pitch

All it takes is answering these 5 questions

Step 1.

What do we want to achieve and why?

Step 2.

Who are we targeting and what matters to them?

Step 3.

What are our location's competitive advantages?

Step 4.

Why should our target audience choose our location?

Step 5.

Where can our pitch make the biggest impact?

Step 1

Establish your objectives

What are you trying to achieve - overall and with each channel?

What action do we want our target audience to take?

These questions serve as your compass, to keep you focussed and on track throughout the process. The answer to these question depends on the nature of the pitch(e.g. elevator pitch vs response to RFI). Come back to them at every step and evaluate whether you are on course or gradually deviating.





Step 2

Understand your audience

Before you pitch anything, you need to understand who your target audience is, what they are looking for, and what problems they are facing.

Research their industry, company, and role, and ask open-ended questions to uncover their pain points, priorities, and expectations.

This will help you tailor your pitch to their specific situation and show that you care about their success.

Who are your targeting?

- Advanced manufacturing
- Retail franchises
- Data centers
- Logistics
- Tech
- Talent
- Remote workers
-?



BUT you can't be all things to all people.

Who you prioritize comes back to your objectives.



Business attraction audiences

At a high level, there are a range of factors that multiple audiences value.

Site Selection Factors		2022	2021
Ranking			
1.	Labor costs	89.1	96.4 (1)**
2.	Quality-of-life	87.1	82.1 (11T)
3.	Availability of skilled labor	85.8	94.9 (2)
4.	Energy availability	82.3	94.7 (3)
5.	Construction costs	81.2	82.1 (11T)
6.	ICT/broadband	80.7	36.8 (26)
7.	Corporate tax rate	79.7	87.7 (7)
8.	Energy costs	79.4	N/A
9.	Environmental regulations	79.0	82.5 (9)
10.	Available land	78.1	62.5 (19)
11.	Highway accessibility	77.8	93.1 (5)
12.	Proximity to major markets	74.6	77.2 (14)
13T.	State and local incentives	73.0	84.5 (8)
13T.	Tax exemptions	73.0	82.4 (10)
15.	Available buildings	71.9	70.2 (15)



Specific needs

For example, a data center:

- Power Infrastructure
- Connectivity
- Climate and Cooling
- Security
- Proximity to Clients
- Environmental sustainability
- Risk of natural disaster
- Zoning and Land Use Regulations
- Tax Incentives
- Skilled Workforce
- Real Estate Availability
- Political Stability

Talent

Shared needs

Job

Housing

Affordability

Young single professionals

Working hard, playing hard and getting ahead

- Spending time with friends
- Keeping active
- Entertainment
- Travel
- ...

Families with younger children

A community where their family can thrive

- Schools
- Kids activities
- Convenience
- Health facilities
- ...

Empty nesters

Relax, explore, belong

- Travel
- Health facilities
- Recreation
- Community participation
-

Coming home boomerangs

Return home to their roots

- Reconnect with place and people
- Explore what's new and improved
- ...

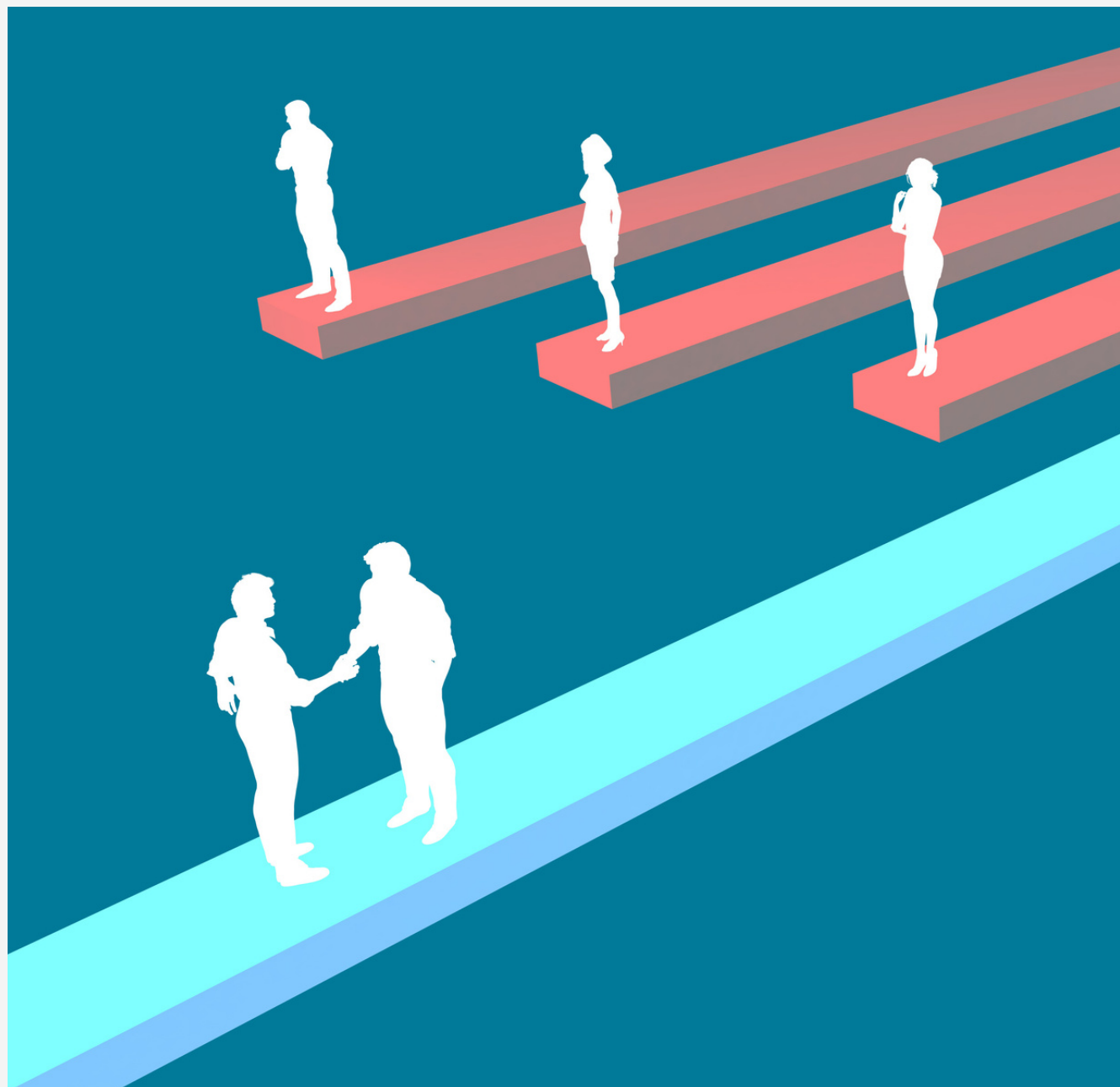
Remote workers

Live and work the way they want

- Fast internet
- Access to airport
- ...

Step 3

Identify your location's competitive advantages



What are competitive advantages?

- Competitive advantages are the factors that make your location more attractive, productive, and resilient than other locations in the same or similar markets.
- These can range from tangible, natural elements like your location's geographic position and transportation infrastructure, to intangible, human-made elements like its pool of skilled workers and distinctive heritage.
- Your location's industry clusters, innovation ecosystems, culture and identity, quality of life, and livability all contribute to its competitive advantage.

Step 3

Identify your location's competitive advantages

How to identify your location's competitive advantages?

To identify your location's competitive advantages, you need to conduct a comprehensive analysis of its strengths, weaknesses, opportunities, and threats (SWOT) in relation to objectives (step 1).

Various tools and methods can be used to collect and organize data and information, such as data gathering, benchmarking your location's performance with others, engaging stakeholders to get their views, mapping assets and scenario planning.

How to then assess and prioritize your competitive advantages?

You can use various criteria to rank and prioritize your location's competitive advantages. These include:

- how these advantages address the needs and priorities of your target audience
- their competitive edge, which is how they differentiate your location from its competitors
- their growth potential, which is how they enable your location to capture new opportunities
- their resilience, which is how they help your location cope with changes, shocks, and uncertainties.

Advantages Assessment

How Localintel identifies and prioritizes the competitive advantages of our client's location.

Business Attraction & FDI

7 categories

60 indicators

Talent attraction

14 categories

40 indicators



Step 4

Preparing the pitch

At the heart of every pitch is a concise statement why your target audience should choose your location

Choose our location, not because we are the biggest, not because we have the fanciest marketing, but because we understand your needs best and we communicate how we meet those needs better than competing locations.



A STRATEGIC LOCATION FOR VITAL INDUSTRIES

While the Gull Lake and Rural Region already has well developed agriculture and energy industries, there is plenty of space for development within these industries and land available to expand into other industries. With direct access to rail and road networks, a central location on the Canadian prairies, and within close range to the US border, the region could be a strategic location for your next business expansion or novel business pursuits.

Using AI to help generate your pitch

Example inputs:

- Population increased by 16.3% in the last decade and is now 29,293
- From 2011 to 2021 the workforce in manufacturing occupations increased by 273.2%,
- Median Household Income increased from \$40,616 to \$52,041 over the last decade
- 100+ Educational Facilities within 4hrs, which are home to 165,000 undergraduate enrolments in STEM subjects
- 45 minutes from San Antonio International Airport

Output from ChatGPT:

Seguin: Where Innovation and Opportunity Thrive! With a 16.3% population increase over the last decade and a booming manufacturing sector, we're an innovative hub that outpaces Texas in growth.

Our manufacturing workforce grew by 273.2%, offering abundant career and business opportunities.

Seguin boasts rising incomes and an affordable cost of living, making it an attractive destination. We're strategically located within easy reach of major airports for efficient market access.

Plus, our 100+ universities and colleges within a 4-hour drive, with 165,000 STEM students, ensure a skilled and diverse workforce. Join us in Seguin, where the future shines bright!

...and

Regarding actual pitch decks and presentations then....

....the length and content of your pitch or presentation will be completely determined by the specific **needs of your target audience** (step 2) and your **location's advantages** (step 3).

There's no short cut and no perfect template to copy. You have to do the work.

Example presentation to data center company

Slide 1: Title Slide

- Municipality Name
- "Your Ideal Data Center Location"

Slide 2: Introduction

- Brief Overview of the Municipality
- Key Highlights and Achievements

Slide 3: Location Advantage

- Geographic Location
- Accessibility to Major Transportation Hubs
- Proximity to Key Markets

Slide 4: Infrastructure

- Robust Power Supply
- Redundant Fiber Optic Networks
- Advanced Cooling Solutions

Slide 5: Competitive Energy Costs

- Competitive Electricity Rates
- Renewable Energy Options
- Energy Efficiency Initiatives

Slide 6: Supportive Business Environment

- Business-Friendly Regulations
- Tax Incentives and Benefits
- Access to Skilled Workforce

Slide 7: Security and Safety

- Low Crime Rates
- Disaster Resilience Planning
- Secure Data Center Facilities

Slide 8: Sustainability Initiatives

- Green Energy Practices
- Environmental Commitments
- Eco-Friendly Infrastructure

Slide 9: Connectivity and Fiber Optic Networks

- High-Speed Internet Connectivity
- Access to Multiple Fiber Networks
- Low Latency Connections

Slide 10: Real Estate Availability

- Available Land and Facilities
- Scalability and Growth Opportunities

Slide 11: Tax and Financial Benefits

- Tax Breaks and Incentives
- Economic Impact on the Municipality

Slide 12: Community Engagement

- Partnership with Local Community
- Benefits for Residents and Local Businesses

Slide 13: Data Center Success Stories

- Highlight any successful data center companies already located in the municipality

Slide 14: Proposed Data Center Site

- Location Map
- Site Features and Facilities

Slide 15: Competitive Advantage

- Compare your municipality's advantages with neighboring locations

Slide 16: Conclusion

- Summarize Key Benefits
- Call to Action and Contact Information

Slide 17: Questions and Discussion

- Open the floor for questions and discussions

Slide 18: Thank You

Step 5

Using the pitch with impact

Your pitch statement forms the foundation of all your marketing communications to your target audience - it ensures consistent messaging



Why consistent messaging is important

Consistent messaging is the method of communicating the same tone, image and voice of a brand across all platforms, channels and promotional materials.

1. Consistency makes a brand feel more dependable
2. Consistency increases brand awareness
3. Consistency reduces uncertainty
4. Consistency makes a brand more memorable
5. Consistency triggers positive emotions
6. Consistency saves time and money



Where to use and adapt your pitch

Every time you market to your target audience, you are trying to get them to do something you want. This is also known as the “the customer journey” or “marketing and sales funnel”.

As the target moves down the funnel **the level of detail in your pitch increases** - but what you talk about remaining consistent. You’re simply drawing on the research you’ve already done.

The pitch formula stays the same:

- **your audience’s needs +**
- **your relevant competitive advantages +**
- **your why =**
- **your pitch**

Desired action:
Notice our location

advertising, social media, trade shows, networking

Desired action:
Consider our location

website, blogs, presentations

Desired action:
Undertake detailed research into our location

RFI, due diligence

Success:
Your location is selected

Why you should use data visualization in your pitch

①

Data visualization increases impact of your pitch

②

Data visualization simplifies data and makes it easier for your audience to uncover business insights

③

Data visualization encourages audience engagement

④

Data visualization adds credibility

⑤

Data visualization tells your story in an elegant and meaningful way

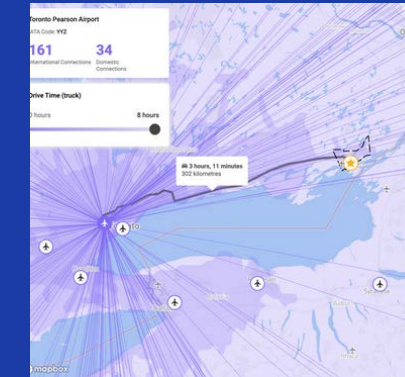
How to use data visualization in your pitch

Website examples

Community Profile



Location



Workforce

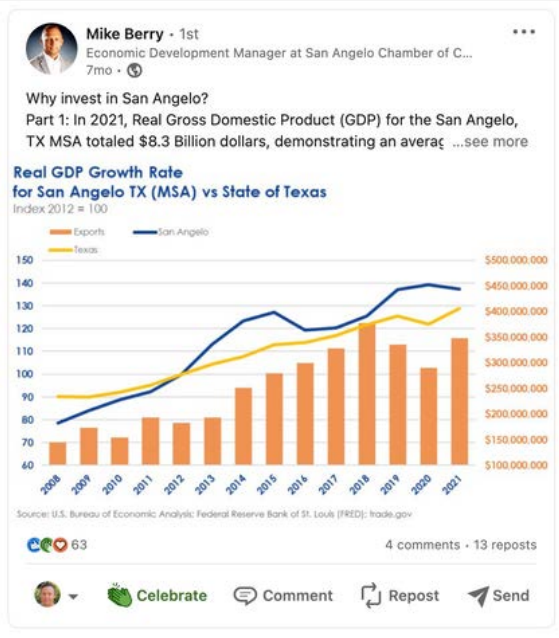


Quality of Life



Using data visualization in your pitch

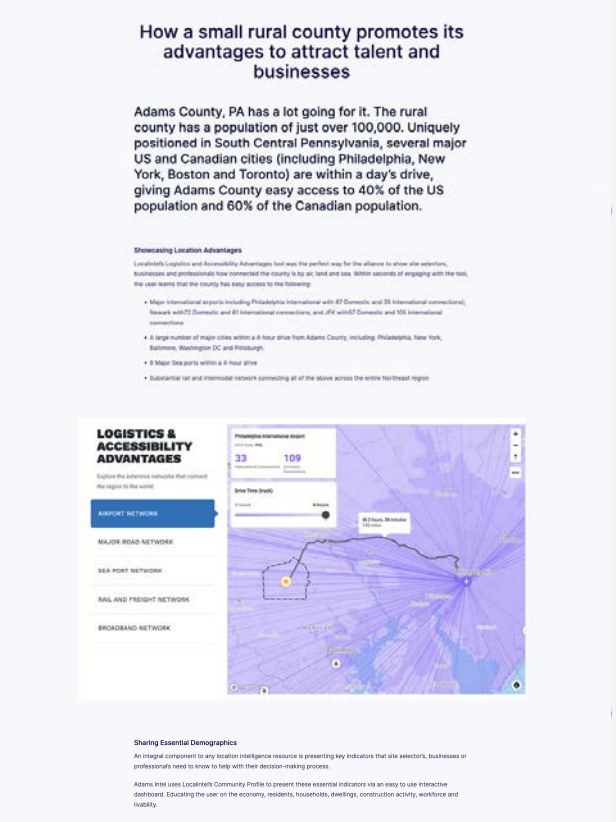
Social Media



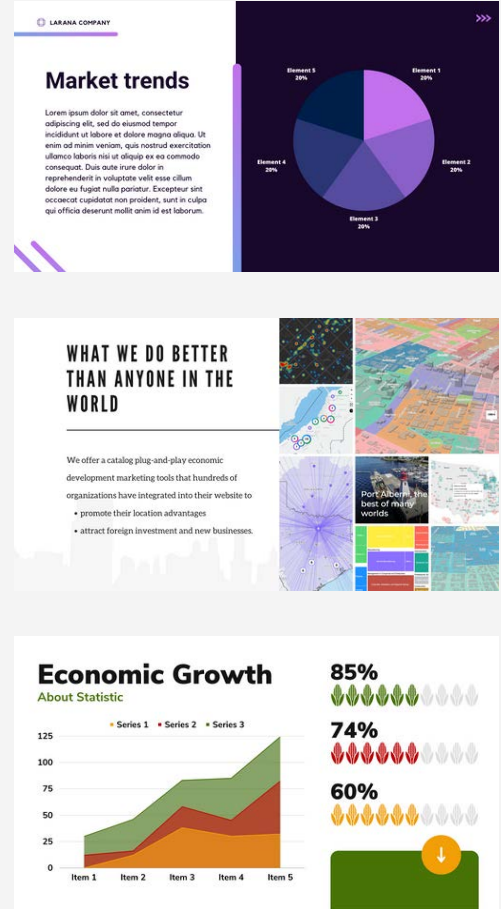
Fliers & Handouts



Blogs & online articles



Presentations



Advertising



The Perfect Pitch Process: Summary

Let's recap all the steps you should go through.

- 01** Set your objectives
- 02** Identify your target audience and what matters to them
- 03** Research your location's competitive advantages
- 04** Document your pitch
- 05** Apply your pitch across all relevant channels
- 06** Include data visualizations

At the heart of every pitch is a concise statement why your target audience should choose your location

"Choose our location, not because we are the biggest, not because we have the fanciest marketing, but because we understand your needs best and we communicate how we meet those needs better than competing locations."



LOCALINTEL

steve@ecdev.org

THE ART OF ECONOMIC DEVELOPMENT



LOCALINTEL