

## TMM Audio #3 Script

### Creating a satisfying Closing Statement that leads to action

*From the ICON9 Learn As You Go Audio series*

Welcome to the third session in the TWO-MINUTE MESSAGE module of the ICON9 Learn As You Go audio series.

For this session, we'll follow the usual 3-step process where I'll start by suggesting an example, then lead you through one of your own. And we will build on the example that was introduced in the previous two sessions.

That is, I am an Applications Engineer working for a company that sells leading-edge factory robots and I am preparing a pitch to give to a German automotive components company - an old, conservative, family-owned outfit.

My objectives are to:

- Get them to change perspective and see the strategic (longer-term) importance of working with us
- And, if possible, to get them to agree to a meaningful trial

The Audience Context and Key Statements I came up with were the following:

*You are certainly aware of the massive advances in robotics technology in recent years – in AI, deep learning, advanced materials, mechanical control and so on. Each of these topics is extremely interesting in itself, but have you ever thought about the challenges of bringing them all together?*

*Although we are proud of our technology – we almost take it for granted - **it's the strength of our industrial partnerships that matter most.** They guarantee that we will have solutions for you not only today, but for the foreseeable future also.*

Having started my pitch along these lines, I will then dive into the core of the pitch, supporting this Key Statement with all sorts of details, answering questions, and so on.

After a while, I will want to draw matters to a close, and that's where the Closing Statement comes in. I must *end with the beginning in mind*. That is, by recalling what was said at the start of the pitch in the Audience Context and Key Statements. Then, having done this, I want to lead the audience to some Next Steps.

In the case, I might say something like:

*Given the massive advances in robotics technology in recent year, and the many different disciplines that are involved, it seems clear that leading edge solutions can only be achieved through strong industrial partnerships. This is what enables our company to produce leading edge products year in, year out.*

*There's a great opportunity to learn more about this at the International Symposium on Robotics, in Munich next month. Many of our partners will be there and we could introduce you ...*

That's it. You see that this Closing Statement steals from the Audience Context and Key Statements, then leads to some Next Steps. Notice also that I have not tried to squeeze in the

other Next Step that would follow from my objective of starting a product trial. Of course, I will keep this in mind, and bring up the idea when I can, but I don't want to over-complicate the spoken Closing Statement.

Now for your example ...

Think back to the last couple of audio sessions, where you thought up Audience Context and Key Statements. Can you bring them to mind? There's no need to recall them word-for-word – just a general idea will make it easier to construct this example.

What was your Key Statement?

<pause>

And what, roughly, was your Audience Context Statement?

<pause>

Now, thinking back to your objectives for the encounter, what Next Steps do you want to have happen?

<pause>

With these in mind, points in mind, what might your Closing Statement be?

<pause>

Phew! That's quite a difficult thing you do in your head and you may want to try it again with pen and paper. Either way, I hope you can see that the Closing Statement follows naturally from the Audience Context and Key Statements, plus the Next Steps that are in the objectives for the encounter.

Finally, remember that this TMM is just the plan! I will adapt the delivery according to circumstances – according to the people present, the presentation technology, the time of day, and so on. So don't worry if the wording you first come up with would not be suitable in practice – if the Closing Statement sounds like the Battle Cry of a Brush Salesman, that doesn't matter. You will no doubt find a more natural way of delivering your TWO-MINUTE MESSAGE, using your own style.

In the next session, we will attempt to pull the different elements of the TMM into a single, straight-through example.

See you then!