

## Practise pitching to a stranger who doesn't care — yet.

### Background

*Sales and pitch practice · The Studio*

Most pitches are rehearsed for audiences who already like the pitcher. The Cold Open trains you for the stranger — someone who is sceptical, busy, and has heard fifty pitches this week.

### How to Run This

- 1 Define the persona — their role, context, and default scepticism.
- 2 Write your opening line — 15 seconds, no jargon.
- 3 Prepare your value hook — why should they keep listening?
- 4 Anticipate the top 3 objections and write your responses.
- 5 Write your call to action — one specific ask.

### Facilitator Tips

#### Common mistake

Opening with who you are. The stranger doesn't care yet. Lead with their problem.

#### What good looks like

A call to action so specific it can be completed in 24 hours.

#### When to move on

When you've practised with 3 people who match the persona and can handle their top objection.

### About Wade Institute

Wade Institute of Entrepreneurship is Australia's leading centre for entrepreneurial education, based at the University of Melbourne. The Studio is Wade's free, AI-powered innovation workshop platform — making 24 structured frameworks available to anyone, each one facilitated by Pete, an AI coach trained in Wade's methodology.

### Try this interactively in The Studio

Pete will play the sceptical stranger — giving you the objections a real prospect would raise and helping you sharpen your responses. You'll leave with a tested pitch and a session report.

[studio.wadeinstitute.org.au](https://studio.wadeinstitute.org.au) →

**1 THE PERSONA**

Who are you pitching to? Their role, context, and current mindset.

**2 OPENING LINE (15 SECONDS)**

Your first words. Hook their attention. No jargon.

**3 VALUE HOOK**

Why should they care? What is in it for them specifically?

**4a OBJECTION 1**

What will they push back on?

**5a OBJECTION 2**

What will they push back on?

**6a OBJECTION 3**

What will they push back on?

**4b RESPONSE 1**

How will you handle it convincingly?

**5b RESPONSE 2**

How will you handle it convincingly?

**6b RESPONSE 3**

How will you handle it convincingly?

**7 CALL TO ACTION**

What is the one thing you want them to do next?