

Sales Pitch Template

Hook

Open with an observation or insight.

- **Research Finding:** (*"Did you know that..."*)
- **Industry News:** (*"Now that...."*)
- **Customer Anecdote:** (*"Our clients tell us that...."*)

Value Proposition

What problem can you help potential customers solve? What is the potential impact of solving the problem? What are the consequences of not solving it?

- **Problem:**
- **Impact of Solution:**
- **Impact of Status Quo:**

Benefit Statements

What benefits might the person you're speaking to experience from adopting your product? Keep it to no more than three for an initial pitch.

Benefit 1:

Benefit 2:

Benefit 3:

Differentiator

Highlight one significant way in which your product is different from other solutions your prospect might consider. (*"Unlike other solutions on the market..." or "Whereas most products..."*)

Proof

Offer proof in the form of a testimonial or quantifiable outcome data from a satisfied customer. If possible, choose a customer that is similar in region, size, demographics, or goals to the prospect you're speaking to.

Testimonial:

Measurable ROI:

Closing

Summarize your value proposition and ask for the next step in the sales process,. This might mean booking another meeting, getting time with a higher-level decisionmaker, or giving a product demo.

("Now that I've told you how our solution can make your life easier, let's get a demo on the calendar. How's next Friday?")

Now put it all together!