

1. Opening / Hook

Dear Investor,

I'm excited to share my latest startup with you—EcoSip, a sustainable beverage brand focused on replacing plastic-packaged drinks with herbal, eco-friendly alternatives.

2. Problem Statement

Today's beverage industry contributes heavily to plastic waste and health issues linked to artificial ingredients. Consumers want healthier, more sustainable choices, but the market lacks affordable, accessible options.

3. Solution / Value Proposition

EcoSip solves this problem with ready-to-drink herbal teas made from locally sourced ingredients and 100% biodegradable packaging. Our products combine health, taste, and environmental responsibility in one bottle.

4. Market Opportunity

The global herbal beverage market is projected to reach \$5 billion by 2028, with growing demand for clean-label and sustainable products. With our strong supplier network and early brand traction, EcoSip is well-positioned to capture a meaningful share of this expanding market.

5. Team / Credibility

Our team brings together professionals from food technology, marketing, and supply chain backgrounds, with over 15 years of combined experience in FMCG and sustainable product development.

6. Traction / Proof

In the last six months, we've launched pilot sales across three cities, secured partnerships with two organic stores, and received positive feedback from over 1,000 early customers.

7. Ask / Offer

We are currently seeking \$250,000 in seed funding to expand production, enhance our marketing reach, and scale distribution. In return, we are offering 10% equity in the company.

8. Call to Action / Closing

Thank you for taking the time to review this opportunity. I would love to discuss EcoSip's potential in more detail. You can reach me directly at [Your Email Address] to schedule a short call.

SALES PITCH AND ITS KINDS

Sales pitch example #1 – Reference past conversations

If you've spoken with your prospect before, don't start a pitch by talking about yourself, your product, or your business. You've already built some rapport, so use it!

"Hi Sarah,

Thank you for taking some time to speak with me over coffee at Dreamforce on Tuesday. Loved your booth design!

When you mentioned that you sometimes feel like you're sending your proposals into a black hole, it struck a chord with me. I had that problem at my previous company, too.

Now at DocSend, I help other media companies – like Mic, for example – solve that problem, by giving them insight into who engages with the document and when.

I think I can help you prioritize deals that show more engagement. Can we talk about it next week sometime?

Lisa"

Sales pitch example #2 – Start your elevator pitch with a question

A successful sales pitch begins a dialogue. Rather than starting with an opening line that's all about you, try posing a question.

"You're probably paying below 19% in taxes each year, right?"

Sales Pitch example #3 – Keep it short

You don't need to tell your prospect everything you can do for them all in your first pitch. In fact, a perfect sales pitch should leave the prospect wanting more.

“We help parents take better pics.”

Notice they don't talk about lenses, lighting, angles, or composition. They don't even mention *how* they help parents take better pictures! They've simply identified a specific audience—parents—and stated that they solve a problem they know that audience has.

Sales pitch example #4 – Highlight benefits, not features

G2Crowd is the user-voice platform for people to be able to say how they actually think about software, and not be told by the analysts, or people who don't use it, or the reference from your best customers. You're actually hearing directly from the user and engaging with people who actually use the product.