

What is a sales pitch?

- A sales pitch is a **concise, persuasive message** that communicates how **your products or services solve a buyer's specific pain points**.
- What separates a good sales pitch from a great sales pitch is its ability to create emotional and rational alignment.

What matters most in sales pitch?

- storytelling,
- timing, and
- credibility

The primary components of a highly successful sales pitch

1. Hook

Start strong by capturing attention. This could be a provocative question, an intriguing fact, a mention of a mutual interest or connection.

Example: **“Curious about boosting your revenue?”**

“Did you know that 60% of CEOs feel ...?”

“It was great seeing you at [event]!”

Your email pitches and messages on social media platforms like LinkedIn, in particular, must be snappy and succinct. (brief and clear)

2. Problem

Show that you understand the pain points your potential customer is up against. The key is to make it specific and relatable, and ask questions that make them reflect on their situation.

Example: **Instead of saying, “Many businesses struggle with efficiency,” a good sales pitch ties directly to their world.**

3. Value proposition

Once you've highlighted the problem, explain why your solution is the best answer. Your value proposition should go beyond features. It should be about the outcome your product or service delivers and why it matters to the buyer.

When conducting a Zoom or phone sales pitch, tie your organization's offerings to a tangible result and business impact: Example **“Our solution gets new employees onboarded in half the time, boosting your team's productivity and cutting training costs.”**

4. Solutions

Detail how your product solves the identified problems discovered on your initial cold call or follow-up discovery call, and save the technical details for when they ask.

Example: **“If you can reduce onboarding time by 50%, that gives you an extra quarter of productivity from every new hire—something your competitors aren't capturing.”**

5. Social proof

Back up your claims with evidence.

Example: **“I have another client in your space that has revolutionized its employee onboarding processes. How about I send you their case study?”**

6. Clear call-to-action

The most impactful calls to action are short, memorable ones. Whether it's a phone pitch, social sales pitch, or email pitch, close with a clear next step, such as suggesting a meeting time or asking for a response, to maintain momentum:

Example: **“Would you be interested in exploring ways to boost your revenue together?”**

“How about a quick chat to dive deeper into this?”

“I'd love to discuss this further. What does your schedule look like next week?”

“Got a minute to explore some exciting opportunities?”

Keep pitch length in mind

Sales email pitches should be concise, typically under 200 words, while calls should only be a few minutes of engaging dialogue—as short as an elevator ride—to maintain attention without overwhelming prospective clients.

A study found that emails with around 20 lines of text and three or fewer images achieve the highest click-through rates. Similarly, TED Talks limit presentations to 18 minutes to keep audiences engaged.

Anticipate questions and objections

Be ready to handle need, urgency, trust, and money objections. In complex sales, this requires building a case to overcome the objections rather than quickly plowing through them without listening and understanding.

When it comes to competitive questions or objections, have battle cards or SWOT analyses available as quick reference points. Be empathic, provide evidence or examples, and tie your response back to the value your solution delivers.

Follow-up

Keep the momentum going after your pitch. Contact your prospect to address any questions, provide additional information based on new learnings, and reinforce value. Timing is key. Don't rush it, and don't wait too long, either.

Phone sales pitch

A phone pitch is a quick and direct approach to engage prospects via phone. The goal is to capture interest with a hook, focus on the prospect's needs, and schedule a follow-up meeting or call.

For example, "Hi Michael, this is Ryan from Buzz world. I noticed that Detton is focusing on retaining employees, and we've helped companies like yours achieve employees retention about 75%. Can we schedule a call next week to discuss how we can help you achieve similar results?"

Elevator pitch

An elevator pitch is a concise summary of your business or product, typically delivered in 30-60 seconds, like an elevator ride. During the pitch, you want to quickly convey the value of your offering to spark interest and create a strong first impression.

For example, you might say, “Did you know 75% of businesses struggle with unorganized workflow, wasting a lot of time and resources? Our product eliminates this chaos. It simplifies workflow management, enhances productivity, and reduces overhead costs. Unlike other solutions, ours boosts efficiency by 40%, proven by our customer success stories.”

Sales presentation pitch

The value you bring to the customer. It should answer “why buy,” “why buy from us,” and “why buy now.” Tailor your pitch deck to meet your audience’s needs and avoid sharing unnecessary details to fill time.

- **Introduction (1-2 minutes):** Greet the buyer, introduce yourself and your company to them, and share a compelling fact or statistic about your business.
- **Problem statement (2-3 minutes):** Using a mix of both data and anecdotes, define the main challenges your prospect faces, from your perspective.
- **Solution overview (3-4 minutes):** Present your products and services as the ideal solution for potential customers, highlighting unique selling points.
- **Unique selling proposition (3-4 minutes):** Detail key features and benefits, and explain what differentiates your company’s offerings from competitors.
- **Case studies (2-3 minutes):** Share relevant success stories from similar clients.
- **Demonstration (optional) (3-4 minutes):** Provide a brief product demo, if applicable.
- **Q&A session (2-3 minutes):** Address questions, comments, concerns, and objections.
- **Call to action (1-2 minutes):** State the next steps clearly and provide contact information.

- **Conclusion (1 minute):** Recap key points from the call, and thank leads for their time.

Follow-up pitch:

“Hi Michael, I hope you’re having a great week. I ran across this case study from Benson’s, who achieved 75% employee’s retention using our solution. Do you have time this week to discuss the next steps? Best, Ryan”.

Questions: