

Making a sales pitch

COMMUNICATION

LEVEL

Upper-intermediate

NUMBER

EN_BE_3609X

LANGUAGE

English

lingoda

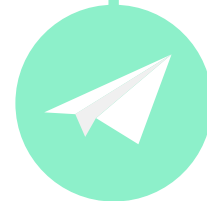




Goals

- Can understand the basic structure of a sales pitch
- Can use new knowledge and typical phrases to formulate a persuasive sales pitch





Making a good sales pitch is about knowing your audience and knowing how to use specific techniques.

By using **specific persuasive techniques** and skills, you can make points **clearly** and **convincingly**.

By the end of this lesson your teacher will be convinced by your **masterful sales pitch!**



Talk to the teacher



What is the purpose of a sales pitch?

Have you ever given or listened to a sales pitch before?



Making a sales pitch

- There is a definite art to putting together a successful sales pitch. A successful pitch will **connect customers to your brand** quickly. Getting customers is one of the most important steps when starting up and maintaining a business.
- Below are some key things you need to remember when making a sales pitch.

Make it easy and quick for customers to understand your product.

Buyers' needs come first.

Tell a story.

Back it up with facts and research data.

Make a connection with your customers.





Reading

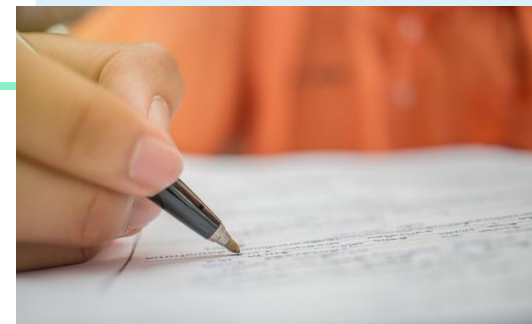
Read the example sales pitch on the next page carefully.



Making a sales pitch

There is nothing more irritating than a pen that runs out of ink. **Have you ever** had the experience of frustration when scratching an empty pen against your notebook and realising nothing is coming out? Or **the despair of realising that the inspiring idea you had has disappeared**, all because of a non-functioning pen? The hours of lost productivity are not the only thing. Discarded empty pens end up in the bin, adding to mountains of plastic waste which pollute our planet. Whether they end up in a landfill or add to the expanding acres of plastic in the sea, the disposable pen is a menace to our planet and the natural environment.

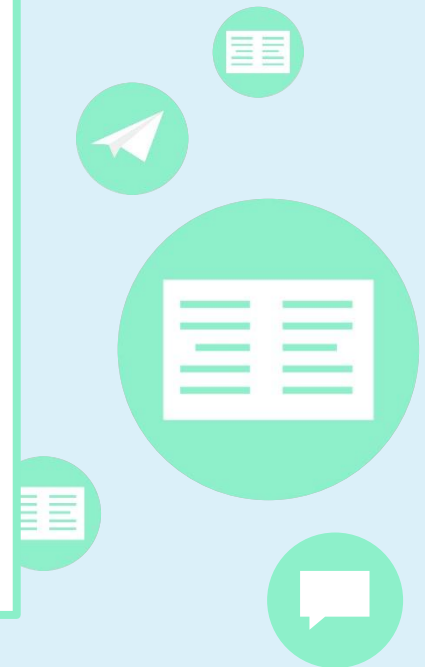
What if there was a way to never lose that idea again? What if a pen was something that stayed with you, like a watch or a favourite mug, and not something that was thoughtlessly discarded in an instant?





Making a sales pitch

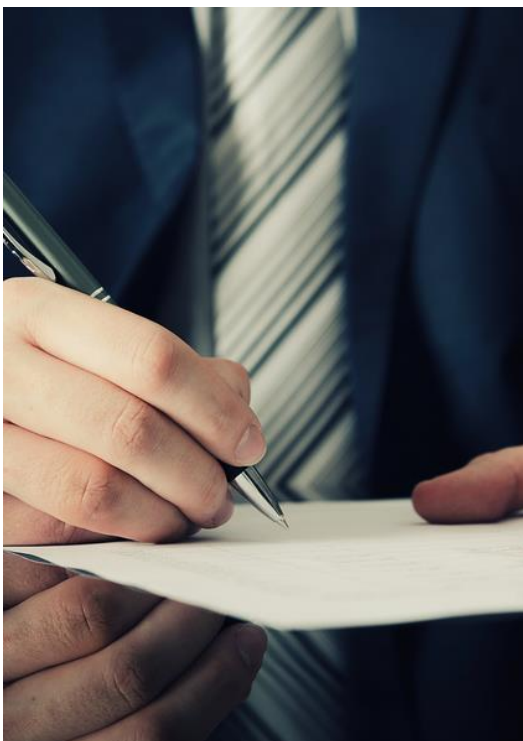
My company, Everpen, has created the **solution to that problem**. We have created a pen which can be refilled with ink in an instant by clicking it into its own unique ink dock. **Ease your environmental guilt**, not to mention the total on your company's stock receipts, by ordering an Everpen **today**. **Order now** and **receive a complementary month** of ink refills.





Discuss with the teacher

**Do you know which techniques are demonstrated below?
What effect do they have on you as you read them?**



1) What if there was a way to never lose that idea again?

2) Ease your environmental guilt

3) Have you ever...?

4) Order now and receive a complementary month of ink refills.

5) Or the despair of realising the inspiring idea you had has disappeared...?



Analysis

**Reread the sales pitch for Everpen.
Discuss the questions below with your teacher.**



Did it make you want to purchase the product?
Why or why not?

Identify and highlight sentences where the writer uses
questions. How do they make you feel?

Which aspects of the sales pitch did you find effective?
Why?

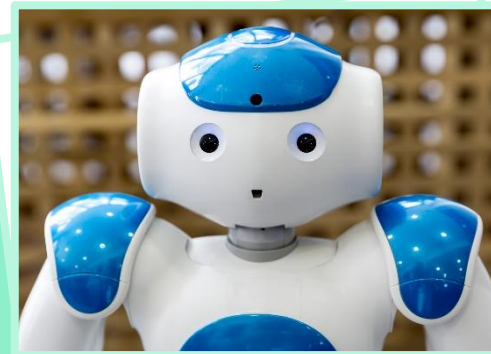


Planning a sales pitch

Your company has come up with a great new product that is sure to be a success: the robot house cleaner.

**Write a list of the cleaner's appealing features.
Then consider who would find this product appealing.**

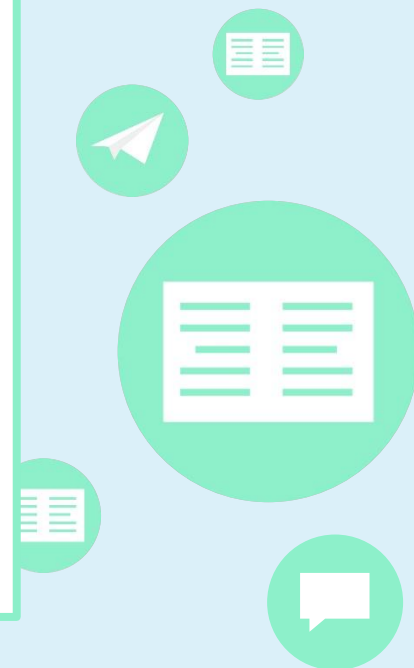
robot house
cleaner





Making a sales pitch

Making a good sales pitch is a fundamental skill in the world of business, and a necessary component in the continued success of a company. Creating a **compelling** sales pitch is very similar to writing an **engaging** story. A powerful sales pitch will **hook customers** with a narrative about the product and the business.





Making a sales pitch

To begin with, salespeople should consider why their product exists, and what kind of **need** it **fulfils** in the market. Successful companies **identify a problem or gap in the market**, building a story from there. The salesperson making the pitch should believe in the story they are telling, as well as the product they are selling, in order to strengthen the **sincerity** of the pitch.



rhetical questions

power of three

Rhetorical questions are questions which are posed to make a point, or to make the listener think about what you are saying. They are not supposed to be answered.

The **power of three** refers to the idea that arguments grouped in threes are believed to be more effective and persuasive.



Have you ever felt like your writing utensils just aren't there when you need them?

call to action

direct address

A **call to action** is a simple command, directing customers to take action. **Direct address** involves the audience by directly addressing them. Direct address uses pronouns such as *you* and *we* to foster familiarity and shared experience.



Buy one now for a discount.
We all know how frustrating it can be to find a working pen!



Persuasive techniques

- Review the **persuasive techniques** below.
- Discuss with your teacher how they could be **effectively utilised** in a sales pitch.

Persuasive technique	What is it?
rhetorical questions	Questions which are not supposed to be answered. They are often used to make a point and make customers think about what is being said.
direct address	Involving the customers by directly addressing them. Direct address uses pronouns such as <i>you</i> and <i>we</i> to foster familiarity and shared experience.
power of three	Including three main items of reasoning or points in your sales pitch (often in the form of a list).
call to action	A direct, imperative statement to will your customer to action. Often placed at the end of the sales pitch.



Using persuasive techniques

Imagine you have to sell the products below.
Think about how you could apply the persuasive techniques studied in this lesson to these products.



calls to action
direct address



rhetorical
questions
power of three



General phrases for persuasive writing

I'm certain...

I'm certain that, after a week with the robot house cleaner, you will never have to lift a finger in the home again.

I'm sure you can see that...

I'm sure you can see that our mission to rid the world of plastic waste is one you agree with.

I ask you to think about...

I ask you to think about the last time you were able to get a self-motivated, automatic worker in your home for such a low price.

Obviously...

Obviously we understand that time is precious.

Surely...

Surely you can agree that this is a fantastic deal.

Although it may seem...

Although it may seem obvious, many people lose hours of their week to domestic chores.



The most persuasive words

- Keeping in mind the **most persuasive words** in the English language can also be an asset for someone writing a sales pitch. These words can serve as a **trigger** and are good to utilise in any persuasive text.
- The five most persuasive words in the English language are listed below.

you
free
because
instantly
new





Make a sale

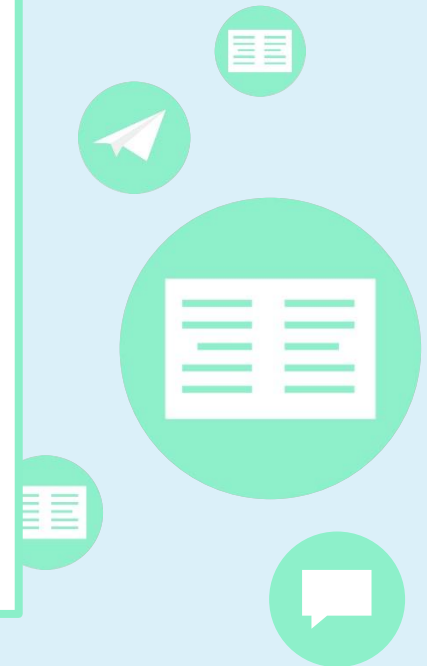
**Pick one of the products below.
Try to use some persuasive techniques and vocabulary to make
a sales pitch to the teacher.**





Making a sales pitch

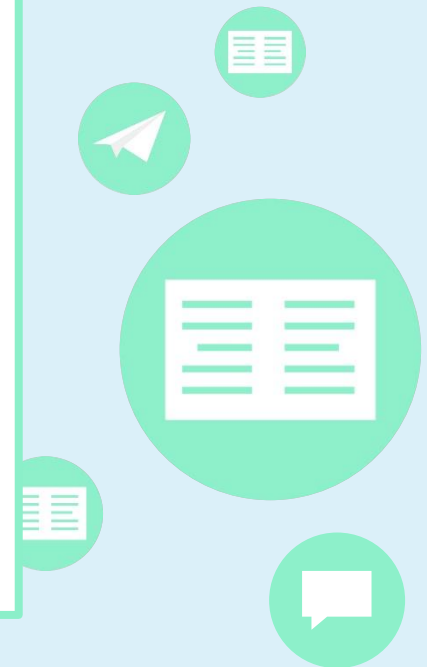
Structuring a pitch is one way to make it engaging. One way to do this is to use the **power of three**, a persuasive technique which assumes that arguments are more effective when made in threes. Identifying three remarkable features of your product can be a good place to start.





Making a sales pitch

When illustrating your point in a sales pitch, it helps to use persuasive vocabulary and **confident body language**. Give examples which support the features you are talking about, **backing it up** with facts and data from research. Finally, it is effective to conclude your pitch in a way which **makes a connection** to your customers. If you can manage to get your story to **appeal to someone's needs**, then you have succeeded in securing their attention.





Give your opinion



Which technique or techniques do you think are the most effective?

Explain your answer.



Plan a sales pitch

**Plan an effective sales pitch based on the product below.
Think of some qualities and features of the product that make it
desirable.**



persuasive
techniques

structure



Write a sales pitch

Write your sales pitch.

**Use each of the techniques below to ensure it is persuasive.
Try to use some of the vocabulary and phrases you have learnt
during the lesson.**

rhetorical
questions

direct address

power of three

appealing to a
customer's needs



Present a sales pitch

The time has come to present your sales pitch to the teacher. Remember to use all of the techniques you have learnt over the course of the lesson.





Reflect on the lesson

Take a moment to review any new **vocabulary, phrases, language structures** or **grammar points** you have come across for the first time in this lesson.

Review them with your teacher one more time to make sure you don't forget!





Answer key

Exercise p. 9

- 1) Rhetorical question, offering a solution to a problem.
- 2) Call to action, feel-good factor.
- 3) Direct address, rhetorical question, trying to talk about a situation that both the salesperson and the listener can relate to.
- 4) Call to action, offering extra benefits (with a time limit on those benefits).
- 5) Addressing a problem that the listener can relate to, rhetorical question.





Vocabulary

Write down any useful phrases or vocabulary that you can use to make effective sales pitches.





Write sentences

Write a summary of what you have learnt about giving effective sales pitches.

A worksheet with a large, light blue rectangular area containing horizontal lines for writing. On the left side, there is a graphic of a torn piece of paper. This piece of paper has a small white label with the word "vocabulary" written on it. A large, light blue arrow points from the torn paper towards the right side of the worksheet, indicating a transition or flow from the vocabulary section to the writing area.



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