

It's important to understand that you need a different pitch for different circumstances.

Whether it's casual conversation, an introduction at a networking meeting, or a formal meeting where you're introducing your product—people respond differently in each setting.

This document is meant to help you quickly restructure your pitch, it's meant for those who are in business and need to brush up their pitch a little bit—not for those who need a complete restructure.

If you are still struggling to get enquiries after you use this document, get in contact so we can get your business heading in the right direction.

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Pitch Development

01

Relevance

Who you are, who your company is the simplest. Better, draw them in with a statement relevant to them.

I'm...

I own...

AND/OR

02

Permission

Talk about your experience, specific insights, recognitions, or results you've gotten for someone.

I created/produced/sold/won...

THEN

04

The Solution

What benefits do your clients receive and how did you achieve this for them?
Best method is to tell a story

I provide/create...

OR

05

Your Purpose

What is the vision of your business or product.

We are all about...

THEN

07

Call To Action

What do you want them to do? Make it clear and concise. Have a 1-2-1.....
Book a date in the diary... etc

To find out more...

Your new pitch

01

Relevance – when you think of relevance I want you to think about the movie industry for a moment. The most popular movies are often what is called “high concept” – meaning you immediately understand what the whole topic is without reading more than the title and log line. I.e. Star Wars, Speed, The Purge.

The only time you need to be using relevance in an elevator pitch is if you’re in a situation where absolutely nobody knows you. Even then, Relevance should not be focused on too much because it’s binary and has no depth, clients want a solution to their problem.

02

Permission – this can be won in a number of ways:

Experience – I was personal assistant to the Dali Lama for 20 years

Recognition – I won 3 Emmy awards and nominated for 2 Oscars

Results – I’ve increased revenues from this to that

Insight – tell the audience something they did or didn’t know in a unique way

Any of these work at different times, but each one is very audience dependent. For instance, if you’re pitching in front of a committee or board, they will most likely stop listening if they don’t hear about experience or results. Recognition often works because it bridges the permission gap between all types of audience.

Insight is the best route but the most difficult to accomplish. Insight is the only permission-option that draws the audience in through active participation and when done correctly, they see your point in a different way than before. For an insight to work, you have to be engaging enough to draw them in to begin with. Without audience engagement an insight can fall flat, but when done well – it’s priceless.

04

Solution – focus on this more than defining the problem because a properly stated solution will define the problem. This is where your USP shines through. Your USP should be as high concept as possible – meaning it is easily communicated across any audience.

07

Call To Action – what do you want them to do next? Be clear, be concise, and most importantly tell them to only do one thing. Go to my website... book a meeting... The point is to guide them and build their confidence.

If you run a small business, especially if you're involved in professional services (Consultant, Dentist etc), your business needs a process. We've heard every excuse under the sun by businesses as to why they don't need a process:

- because we're people oriented
- we like to keep things lite
- we are a creative business, a process will ruin our process

However, if your goal is to create a sustainable business and you cannot figure out why you continually meet potential clients and they never turn into sales—it's because you have a lack of a process.

To put it simply a functional business is one thing: a repeated process of distributing a product.

This document will get you started on the way toward building a process for your small business. It is a general 50,000 foot view, it is meant for small business rather than medium sized businesses with multiple departments.

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Your process might slightly vary but the sales funnel has been the same since it was invented in 1898. You need the following steps to ensure consistent sales:

1. Building awareness—how do you get the word out to your audience?

Marketing tasks	Administrative tasks & Items needed	Method used to get them to the next step?
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2. Gaining their interest—what strategies do you use to get audience to enquire?

Marketing tasks	Administrative tasks & Items needed	Method used to get them to the next step?
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3. Qualifying —meetings are a strain on time. How do you filter your enquires?

Marketing tasks	Administrative tasks & Items needed	Method used to get them to the next step?
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4. Product pitch—Preparation is key, how do you prepare for the initial meeting?

Marketing tasks	Administrative tasks & Items needed	Method used to get them to the next step?
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5. Handling questions and objections—how do you prepare?

Marketing tasks	Administrative tasks & Items needed	Method used to get them to the next step?
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6. Closing the sale— how do you compel them to buy? Do you make it easy for them to pay?

Marketing tasks	Administrative tasks & Items needed	Method used to get them to the next step?
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7. Product delivery—you still need to market, stay in contact. How do you make them enjoy the purchase they just made?

Marketing tasks	Administrative tasks & Items needed	Method used to get them to the next step?
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8. reassuring and follow up—make sure you stay in contact and ask for testimonials!

Marketing tasks	Administrative tasks & Items needed	Method used to get them to the next step?
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