

Framework for an Effective Sales Pitch in 6 Steps

1 Understand your audience

- Pain points
- Motivations
- Key stakeholders

2 Define your USP

- Product differentiators
- Key benefits
- Overall advantages

3 Create a strong opening

- Thought-provoking question
- Surprising statistic
- Compelling story

4 Highlight key benefits

- Save time/money
- Increase efficiency
- Improve quality of life

5 Build credibility

- Case studies
- Testimonials/reviews
- Industry awards

6 Include a CTA

- Request more info
- Sign up for a trial
- Make a purchase

Effective Salesmanship

Léo Pomar



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