

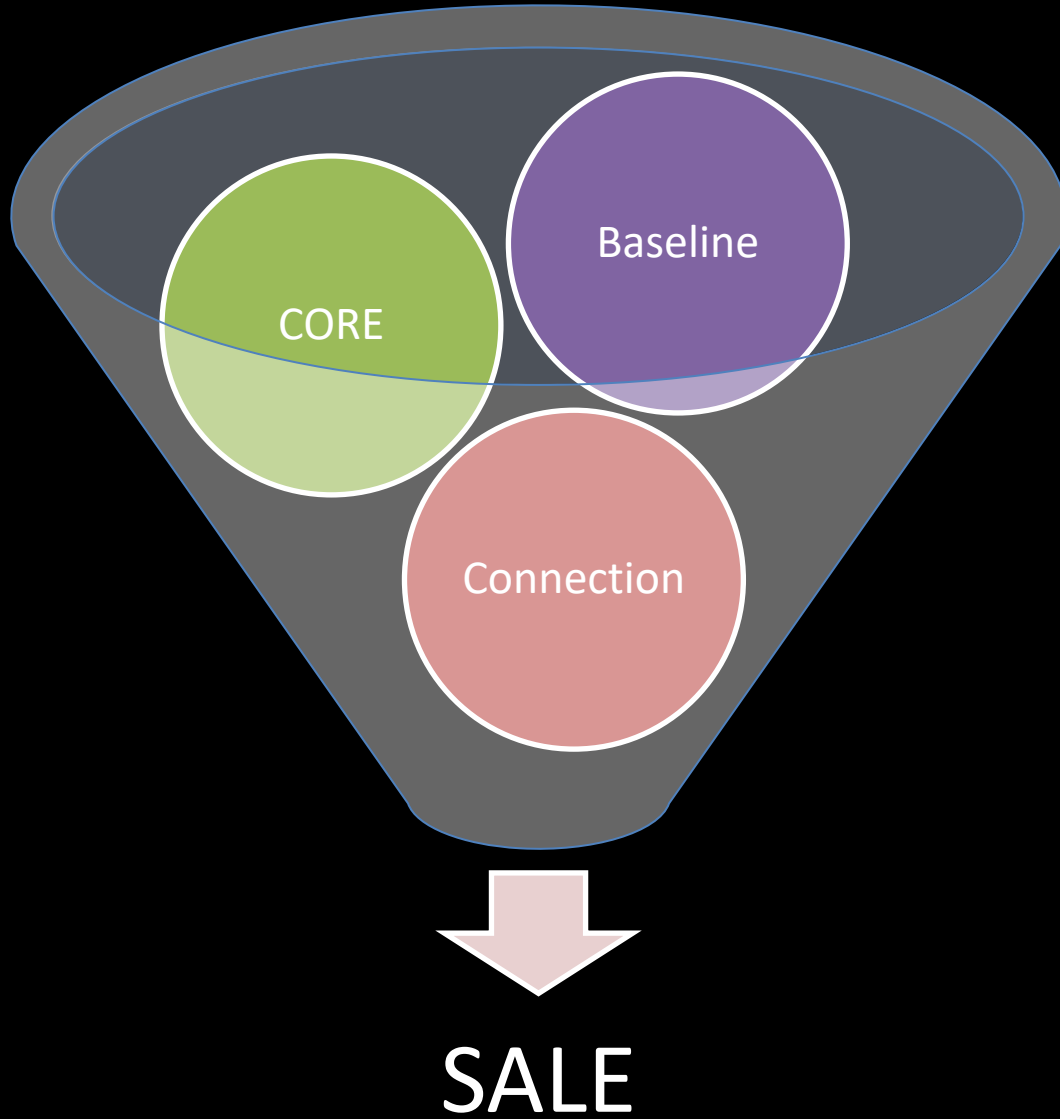


The formula for a **WINNING** **SALES PITCH**

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The Baseline

- ★ Paint a picture of your client's world as it is.
- ★ This is critical because it gives your prospect the confidence.
- ★ Understand their challenges and competition.

Too many sales and marketing pitches are lost from the start because the speaker begins by describing the features of a product or service without having identified the problem that the product solves.

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The Core

- ★ A successful product needs to solve a problem.
- ★ It's also important to identify the problem your product solves.
- ★ The more clearly you can describe your customers' pain → The more likely you are to make a sale.

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The Connection

- ★ Features of the product and a clear connection
- ★ Between features and the benefits
- ★ Paint a compelling picture
- ★ How your product will transform your clients' life or business ?
- ★ You'll be more likely to win them over.

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