SALES PITCH TEMPLATE

Effective sales pitch should cover the three main areas:

(A) Your target <u>customer</u> (communicates with the <u>right prospects and customers</u>)
(B) Your <u>market</u> (understands the market, <u>products, services and competitors</u>)
(C) Your <u>product/service</u> (highlights the <u>benefits</u> of your offering for the customer)

Answer the following questions:

CUSTOMER

#1	Who is the target customer:	
#2	What is the major customer need:	
#3	Major customer demographics:	

MARKET

#4	General product/service category:	
#5	Typical competitors:	

PRODUCT/SERVICE

#6	Product/service name:	
#7	Major benefits	
#8	Major differentiator:	

Use your answers to create your sales pitch:

We help {_____} **(#1, #3)** with their [_____] **(#2)** by using
[_____] **(#6)**. Unlike [_____] **(#5)** who provide [_____] **(#4)**, we help our
customer by providing [_____] **(#7)**. We are able to do that through
[_____] **(#8)**.

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