



HOW TO CREATE A SALES PITCH?

WHAT IS A SALES PITCH?

A sales pitch is the most important piece of communication that describes your product or service. It focuses on the value and benefits that your product brings to the table, in a bid to persuade the customer to buy.



HOW DOES IT NEED TO BE?

Your sales pitch should be-

- Short,
- Simple,
- Targeted, and
- Focused on benefits

AN EXAMPLE

"Kylas Growth Engine is an ecosystem of technology products, with a Sales CRM at its core, with business expertise and timely support to help Growing Businesses scale new heights."



HOW CAN YOU CREATE YOUR OWN SALES PITCH?

a. Know who you are pitching to

- Industry, Company size, & Business pain-points

b. Compose your key points

- Have an imaginary conversation
- Add industry-related words to the mix
- Remove unnecessary content

c. Say it out loud

- Practice in front of a mirror or with your sales colleagues

d. Tweak & adapt

- Imagine your customers responding to your sales pitch
- Tweak the sales pitch to handle objections

And that's how you create a winning sales pitch...

Put a little bit of effort and you'll find your sales pitch improving in quality and bringing in better results!

