

# The ultimate sales pitch guide for high-performing reps

By Steli Efti, CEO of Close

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## Introduction

Creating a sales pitch that flows well, sounds good, and convinces people to buy is so easy, you could probably do it in your sleep (said no one, ever).

As a sales rep, you're constantly pitching your company, your product, and sometimes even yourself. But knowledge about what you're selling isn't the only thing you need to build a perfect sales pitch.

A good sales pitch talks about the product. The best sales pitch talks about the person using that product.

In this guide, you're going to learn the ins and outs of writing a pitch that gets to the heart of the issue and motivates your prospects to action. These timeless methods will not only help you sell more during good times, but will also help you keep selling even during difficult times like the ones we're facing now.

Here's what you can look forward to:

### **1 How to make a sales pitch that sells: Start strong, close well**

Learn how to write a sales pitch that actually sells through research and collaboration with your team, as well as how to start and end your pitch successfully.

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## **2 7 sales pitch ideas & techniques to get you out of a rut**

If your pitch is feeling a bit stale, this chapter will help you learn how to spice it up by asking better questions, preempting objections, and avoiding top mistakes most salespeople make with their pitch.

## **3 How to do cold calls: 9 sales pitch examples over the phone**

Wondering what a sales pitch looks like in the real world? Check out live examples of cold calls, and learn our 5-step method to start your sales pitch right.

## **4 How to create a phone sales pitch script [Free template]**

In this chapter, we're giving away the sales pitch script template that won us 7 paying customers in 14 days!

## **5 Writing a sales pitch email: subject lines, email examples + 5 steps to close**

Level-up your sales pitch emails by learning from 9 real-world examples (and 8 creative subject line ideas).

## **6 How to build the best sales pitch deck ever in 6 simple steps**

Ready to build the best pitch deck? This chapter will teach you how to develop a narrative, choose your most powerful proof, and make it visually relevant to your prospect (with real-world examples of sales decks that kill).

## **7 14 undeniably good sales pitch examples proven to close deals fast**

Watch the top sales experts in action as they pitch their products to the world. You'll see how Mark Cuban sold tickets to a team everyone hated, how a Shark Tank pitch pulled at the heartstrings of the investors, and how a top review site pitches their benefits in under 20 seconds.

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## 8 9 top sales pitch templates + 5 steps to create your own

A sales pitch template is your baseline for a better sales conversation: Swipe these 9 pro templates or learn how to build your own based on your customers' journey and your unique goals.

If you want to start with the basics, we'll cover what you need to know:

- What is a sales pitch?
- What are the components of a good sales pitch?
- Why you need to draft a sales pitch

### What is a sales pitch?

A sales pitch is your attempt to persuade a prospect to buy your product. It's more than just a quick message about what you're offering: it's an engaged conversation that uses questions, personalized phrases, and irrefutable proof to convince the prospect that your product is the best choice for them.

Think of a sales pitch as your brand message, mission, and best testimonial — all condensed into just a few sentences. Pitches can be longer, spanning the length of a discovery call with your prospect, or they can be as short as 30 seconds, like an elevator sales pitch.

The point of your sales pitch is not to explain every aspect of your product. The point is to appeal to your audience and [grab their attention](#) to the extent where they're willing to take the next step towards a sale, whatever that may be.

But, what should a great sales pitch include?

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## What are the components of a good sales pitch?

A basic sales pitch follows a specific structure that leads from the moment you hook the listener to the moment when they're agreeing to the next steps.

Here's what a good sales pitch structure looks like:

- Question: Starting with a [question](#) allows you to understand the prospect's needs better while engaging them in the pitch.
- Hook: This is a single sentence that uses what you've learned about the prospect to grab their attention for your pitch.
- Problem: An effective sales pitch sympathizes with the problems your prospect is facing.
- Solution: After mentioning the problem, paint a picture of the solution.
- Offering: At this point, introduce the hero of the story: your product!
- Personalized benefits: Instead of spouting features, make your [value proposition](#) extremely personalized to this prospect's specific needs.
- Proof: To truly persuade the prospect, offer proof that your product can solve the problems they have. The most common way to do this is with testimonials or [case studies from your successful customers](#).
- Next steps: The last step in your pitch is discussing and planning the next steps in the sales process.

While this is a very basic overview of what a good sales pitch should look like, there is so much more involved in building a pitch that works.

This guide takes a deep-dive into the topic of sales pitches. You'll start with the basics, learning how to make a sales pitch. Then, we'll see real examples of

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different types of pitches and the ideas you can take from them, as well as how to use a pitch in various sales situations.

But first, do you really need to create a written sales pitch?

## Why you need to draft a sales pitch

Let's be real: this probably isn't your first rodeo.

So, if you already know how to pitch and sell to prospects, why is it so important for you to draft a sales pitch? What makes a written pitch work for you and your sales team?

Consider these 5 ways a sales pitch helps you close deals:

- Give your sales calls structure: While you may know what you want to say on a sales call, it's far too easy for the conversation to be diverted. Having a drafted pitch keeps your conversations on track by giving you a clear structure to follow.
- Decrease stress: [Sales is a stressful career path](#), so anything that works to decrease stress is helpful. Drafting a pitch for yourself or your team allows you to see what you want to say before (and during) a call. This in turn allows you to focus more on listening to the prospect than on what you're going to say next.
- Improve performance for low performers: When the whole sales team works together to build a sales pitch, low performers gain expertise from the methods and phrases used by high-performing salespeople on the team. This helps low performers to improve their own pitch and close more deals.

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- Keep messaging in line: When your sales pitch is built alongside product and marketing teams, the company-wide messaging follows the same thread, which builds confidence in your audience.
  - Personalize your pitch to each prospect: By creating multiple versions of your sales pitch, you can personalize the main points, value proposition, and social proof to the needs and personality of the prospect.

## **Ready to create your perfect sales pitch?**

By the end of this guide, you'll have a clearer understanding of what your sales pitch should include, how to draft it, and how to use it.

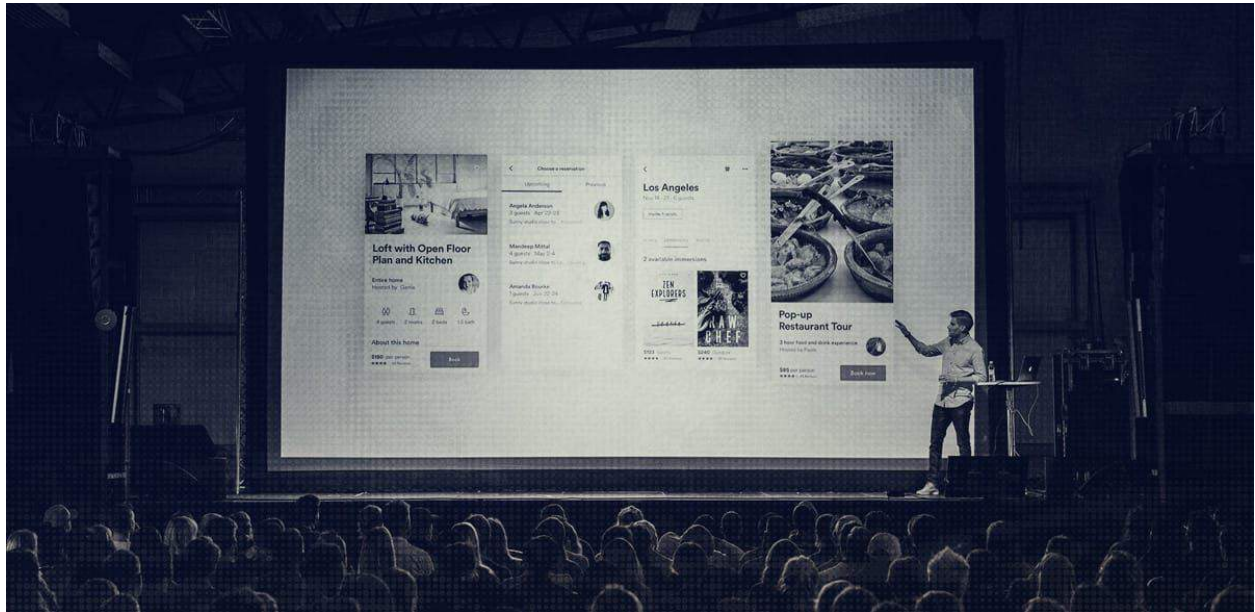
More than that, we've gathered the best live examples of pitches that really work. These are the cream of the crop, and you can gather lots of clever ideas for your own pitch.

As a sales rep, you're on a journey towards becoming a better performer in your job. By improving how you pitch your product, you'll be one step closer to reaching your full potential.

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## CHAPTER 1

# How to make a sales pitch that sells: start strong, close well



Remember the last time you created a new sales pitch?

You were so excited to test it out in the field, and for once you were actually looking forward to doing some [cold calls](#). It felt like you were entering a whole new world of sales strategies.

But the first time you tried out your brand new sales pitch, it seemed to fall on deaf ears. Thinking it was just a bad lead, you tried again. But the same thing happened.

If this situation sounds familiar, you'll agree: it's hard to write a sales pitch that really sells. But it's not impossible.

- How to write a sales pitch that sells: 7 steps to success
- How to start a sales pitch to get it off the ground

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- How to close a sales pitch to ensure you're heading in the right direction

Let's get started...

## How to write a sales pitch that sells: 7 steps to success

Crafting a sales pitch that appeals to your audience requires more than just 10 minutes in the break room scratching out some ideas.

The more effort you put into creating your pitch, the better results you'll see. Believe me: It's worth the work.

Here are 7 steps you can use to develop your perfect sales pitch:

### 1. Base your sales pitch on real customer research

Before you can even think about your pitch, you need to understand who you're pitching to.

What's the main audience for your product? For example, if you're selling a SaaS product, what kind of company are you pitching your software to?

Knowing a bit about the company is good, but you should take the time to dig a little deeper.

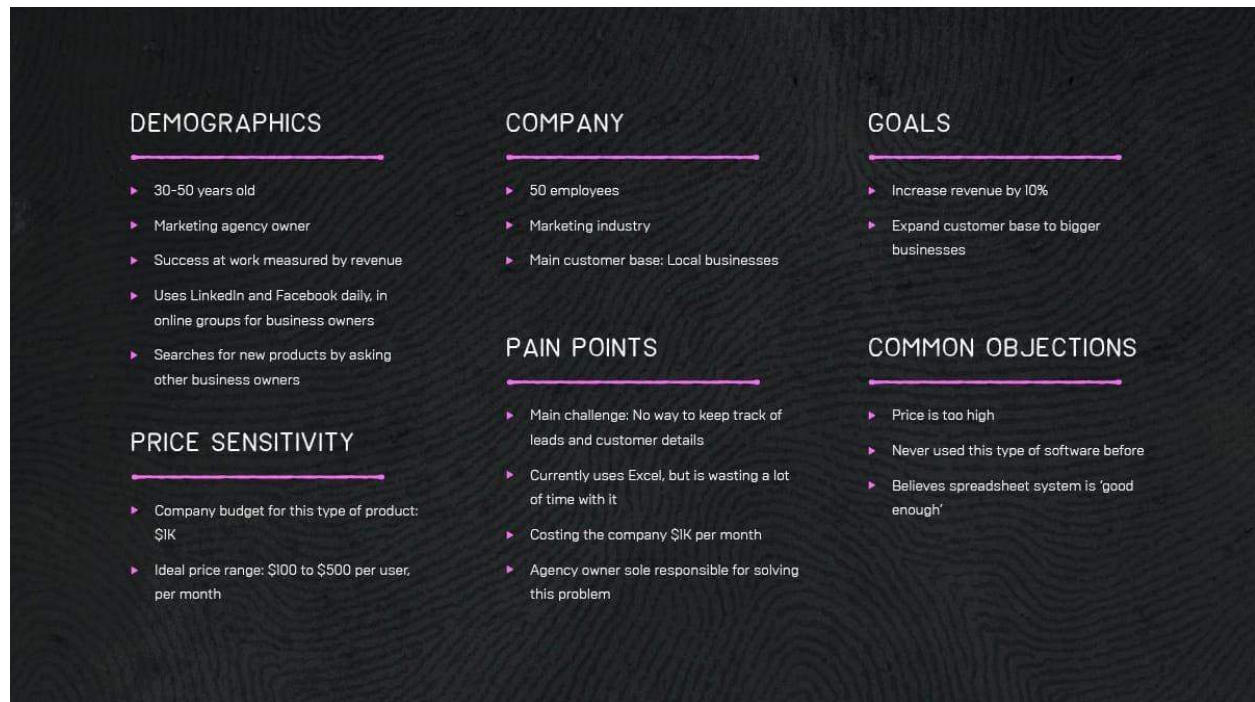
Within that company, who are you normally pitching to? Who has the final say in the purchase, and who is the end-user? Is your goal to build an [army of internal champions](#), or are you delivering your sales pitch to an executive?

Real customer research is the only way to get answers to these questions. If your company has developed [ideal customer profiles](#), you can spend some time looking through that information before you start preparing your pitch.



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(Don't have customer profiles yet? Download our free [Ideal Customer Profile Kit](#) to see examples, templates, a checklist, and potential survey questions to ask your customers.)



Think about the people behind the sale: What are their motivations, their challenges, their hopes and goals?

When you have these people and their needs clearly in mind, you'll have a better idea of how to do a sales pitch for them specifically.

## 2. Build concepts and analyze the pitch from different angles

Don't set out to write out a perfectly-crafted pitch in one sitting. Instead, consider this the moment to build as many ideas as possible

Your sales pitch needs to be concise, clear, and to-the-point. But there is obviously more than one way to sell your product.

So, why not flesh out all those different options?

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For example, let's say that 66% of your audience is suffering from Problem 1, but 40% has issues with Problem 2. Your product solves both problems with two distinct features. So, create pitch ideas that present your product in the light of these two very different problems.

As you do customer research, you'll have a deeper understanding of why different customers come to love your product. Each one will have their own story of what motivated them to purchase, and those stories can inspire you to present your product in a different way.

All of these concepts are useful, and all of them could turn into your perfect pitch. So, write up at least five (or more!) sales pitch concepts based on your research. When you're ready to narrow it down to the best pitch, it's time to move onto the next step.

### **3. Collaborate with your teammates**

Don't make your sales pitch alone: getting the whole team together on this can be extremely helpful.

With your concepts in mind, set up a brainstorming session with your colleagues. Have them pick apart your pitch ideas and present ideas of their own.

Having your teammates there will help you narrow down your ideas to just the best ones.

If you want to take this a step further, reach out to the customer service and success teams at your company. Have a member from one of these teams come in and check out your pitch ideas. They can tell you more about what customers are saying after the purchase, and which features of your product are giving customers real results.

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These insights can help you add further weight to your sales pitch, and customize it even more to the right kind of prospect.

#### **4. Pick your best concepts and write them out**

It's time to narrow down the ideas to just two or three and then write a great sales pitch.

How can you choose?

First, think about what will appeal to the widest audience. For example, let's say you've created six pitch ideas based on the most common pain points your customers are facing. If three of those pain points are normally secondary to other more common pain points, you can focus on the pitches that highlight those top challenges.

Next, think about the target market for your product. If you're a B2B business, are you selling to [large companies](#) as well as [SMBs](#)? You may want to consider creating a pitch that's adapted to each of these different targets.

Finally, consider the people you're pitching to. For example, do you normally speak to either the CEO or the marketing manager? If so, it may be worthwhile to create separate pitches for these two roles.

**Pro tip:** Want to [analyze your customer data](#) to see which pain points are more common for certain groups of prospects? If you store your customer data in Google Sheets, it's easy: Simply use the 'Explore' feature to link certain types of prospects to their common pain points.

Customer name	Company size	Main challenge	Roles working to solve	Total software budget (month)	Also considering
Bob's Furniture	10+	Low customer retention rates	Sales manager	\$10K	Mailchimp
JCPenny	100+	Low customer retention rates	CEO	\$10K	SEMRush
Kohls	500+	High CAC	CIO	\$50K	Mailchimp
Best Buy	100+	Low customer retention rates	Sales manager	\$5K	Mailchimp
Target	100+	High CAC	Sales manager	\$10K	SEMRush
Macy's	10+	High CAC	Sales manager	\$5K	Aweber
Sears	100+	Low sales productivity	Sales manager	\$10K	Mailchimp
H&M	100+	Low customer retention rates	Sales manager	\$50K	Aweber
Claire's	10+	Low sales productivity	CEO	\$10K	Mailchimp

For A1:G10
EDIT

QUESTION

Most frequent Main challenge when Company size is 100+

ANSWER

Top Main challenge for Company size of 100+

Main challenge	Count
Low customer retention rates	3

See formula

RATE THIS ANSWER

Choose two or three of your absolute best pitches, and then take the time to write those out completely. Make sure to include any [sales questions](#) you want to ask, the specific features and benefits you want to highlight in each one, and the next steps you'll propose.

## 5. Get more feedback and trim it down

Once you've written out two or three ideal sales pitches, it's time to bring those back to your team.

Don't take it personally if your colleagues rip these pitches to shreds. They're just trying to be helpful (we hope). If anything, you should invite and encourage [radical candor](#) and unfiltered feedback.

With their ideas and suggestions in mind, refine your sales pitches until they really sparkle.

After that, go through one more time and look for ways to make your ideas and concepts more concise and to-the-point. Imagine someone is paying you \$50 for every word you remove from that pitch, and start hacking.

Your goal is to finish with a pitch that is clean, concise, and takes prospects smoothly from Point A (Hello) to Point B (Let's do this).

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## 6. Put those sales pitches to the test

After all that work, you probably feel like your sales pitch is worth its weight in gold. (Or at least worth its weight in sweat and tears.)

But the only opinion that really matters is that of your prospects. So, it's time to test it out.

Start by taking 50% of your incoming leads: this is your control group. With these leads, keep using the pitch you've been using until now.

Next, separate the remaining half of your incoming leads into sections based on the different pitches you've created. With these groups, you'll be using the new sales pitches and testing the results against the previous pitch.

Test out the new sales pitches over time; to get a clear view of the success rate, match the length of time to your [average sales cycle](#). Then, you can more easily measure the actual results.

## 7. Measure and refine your pitch

As you start testing your new sales pitch, set up methods to track and measure the results.

There are several ways to measure this, but let's talk about how you can see the results in your CRM.

[In Close](#), you can add custom fields to your leads and contacts. So, to measure which of your sales pitches gets the best results, add a custom field that identifies which sales pitch was used with each new lead.

Account

Organizations

Organization

General

Team

Roles & Permissions

Customization

Statuses

Custom Fields

Integration Links

Communication

Phone & Voicemail

Dialer

Email

Email Templates

## Custom Fields

[Learn more about custom fields](#)

### Lead Custom Fields

+ New Lead Custom Field

Name	Type	Actions			
Account Manager	User (single)	Edit	Merge	Delete	Show Leads
Account Manager	User (single)	Edit	Merge	Delete	Show Leads
Account Type	Choices (single)	Edit	Merge	Delete	Show Leads
Agency Type	Choices (multiple)	Edit	Merge	Delete	Show Leads
Agent	Text	Edit	Merge	Delete	Show Leads
Agent Name	Choices (single)	Edit	Merge	Delete	Show Leads
Bad Email	Text	Edit	Merge	Delete	Show Leads

Next, [create a Smart View](#) that shows you only leads that heard a certain sales pitch:

Bob Bluth

Sitwell Enterprises

Inbox

Opportunities

Leads

Email Sequences

Reporting

SMART VIEWS

Qualified Leads

Deals Closing This Week

Big Conference Leads

Potential Leads

Daily Call List

Email Opens Today/ Call

Support & FAQs

Integrations

Settings

← → 🔍 Search

☎ ⚙

## All leads

731 total results

Email

Call

Edit

Export

Sort by

Narrow Your Results

Company	Contacts	Status
Truhlar And Truhlar Attys	Sage Wieser	Potential
Morlong Associates	Mitsue Tollner	Potential
Chapman, Ross E Esq	Simona Morasca	Potential
PointScout	Nick Persico	Engaged
Printing Dimensions	Donette Foller	Potential
Feltz Printing Service	Lenna Paprocki	Potential
Chemel, James L Cpa	Art Venere	Potential
John Watson	John Watson	Qualified
Chanay, Jeffrey A Esq	Josephine Darakjy	Potential
Benton, John B Jr	James Butt	Potential
+14155310721	+1 415-531-0721	Potential
+14155285295	+1 415-528-5295	Potential
Umbrella Corporation	Oswell E. Spencer	Potential
Olivander's Wand Shop	Brittni Bickford	Potential
Patagonia	Archer Phineas +1	Potential
Wonka Industries	Lavera Perin	Potential
Octan	Roxane Campain	Potential

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Then, you can analyze the results by filtering your reports and pipeline view to see the leads in those Smart Views.

When you have this setup in your CRM, you'll be able to easily discover the results of your test.

Find the answers to questions such as:

- What was the general reaction to the new sales pitch?
- What was the average conversion rate to the next stage for the control group?
- What was the average conversion rate to the next stage for the test groups?
- How many of the test group prospects converted to customers?
- How many of the control group prospects converted to customers?

By comparing this information, you'll see which sales pitch works best.

You may also see aspects of the pitch that need to be adjusted based on the reaction of prospects. It's a good idea to keep notes in your CRM as you use the new sales pitch, paying particular attention to how prospects react.

Better yet, since you can [keep phone and video call recordings stored](#) in your lead view in Close, you can go back later and listen again to their reaction to your pitch.

Now that you know how to create a good sales pitch, let's talk about the specifics of creating a pitch that really sells your prospects.



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## How to start a sales pitch to get it off the ground

The opening words of your pitch are essential, since they can mean the difference between “I’m not interested” and “Tell me more.”

Now that you know how to create a good sales pitch, let’s talk about the specifics of creating a pitch that really sells your prospects.

### Use questions to see which pitch is right for this prospect

Above, we talked about the fact that you may create multiple pitches based on the type of prospect that you’re talking to. So, to get your pitch off on the right foot, you’ll need to ask some questions to make sure you’re using the right pitch.

First, ask questions BEFORE you get on the phone. In other words, take some time to dig into [prospect research](#) before you call a new lead. Who are they? Can you match them to one of your customer profiles before you start talking to them? (Hint: LinkedIn is a great place to start for this professional research.)

The image is a screenshot of a LinkedIn profile for Steli Efti. The profile header shows the LinkedIn logo, a search bar with "People" selected, and the name "Steli Efti". Below the header, the profile picture of Steli Efti is shown. To the right of the picture, there are buttons for "Close", "Y Combinator", and "Websites". Below the picture, the name "Steli Efti" is displayed, followed by "CEO of Close (Close.com)" and "New York, New York · 500+ connections". A "Join to Connect" button is visible. To the right of the profile, a section titled "People also viewed" lists several other professionals, including Mary Hartberg, Dharmesh Shah, Hiten Shah, Kyle Porter, Zack Onisko, Christie Wagner, and Lia Stephany. Below the profile, an "About" section lists several bullet points: "100% remote", "Awesome ~40 person team", "2 x annual team retreats", and "Competitive salary". Below the "About" section, a link "http://jobs.close.com" is provided. At the bottom, a section titled "Articles by Steli" shows a featured article titled "If it hurts, it's probably true" by Steli Efti.



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Next, once you've introduced yourself briefly, ask a question that will help you guide the conversation in the right direction.

For example, if you've created separate sales pitches based on which major pain point a customer is facing, you might ask something like this:

"I've been talking to other companies in [industry], and they mentioned that current world conditions have created [specific problem] for their business. Is this something you've been facing as well?"

If they say yes, you can use the sales pitch for that pain point. If they say no, ask:

"What would you say is a major challenge for your company right now, especially when it comes to [aspect of their business that's related to your solution]?"

By asking this kind of open-ended question, you'll get clearer direction on which sales pitch is right for this prospect.

## **Find a hook that pulls at your prospect's needs**

Very early on in your sales pitch, you should know what your prospect's needs really are.

A truly great sales pitch contains a hook right at the beginning of the pitch that pulls at those needs and hints at a solution.

For example: "It seems like many businesses in your industry are struggling with productivity issues during the pandemic. And when productivity is down, revenue automatically follows. Have you ever considered a better communication system for at-home employees as an option to increase productivity?"

To pique interest and spark curiosity, use a hook in the form of a question that includes phrases such as:

- Have you ever wondered...

- 
- You know how...
  - Doesn't it seem like...
  - Have you ever noticed...
  - Have you ever considered...
  - Did you know...

This keeps the prospect involved and gets them to think about what you're saying rather than go on sales-call-alert.

### **Present the idea of a solution**

Don't fall into the trap of bringing in your solution too soon.

While your prospect is considering the hook you've left them, present the idea of a solution without specifically mentioning your product.

Here's how that could sound:

"Imagine how productive your remote team could be if they used a communication system that offered both synchronous and asynchronous communication that allowed them to work together just as smoothly as they did in the office."

Using the word 'imagine' gets your prospect to paint a mental picture of the solution. This sets a powerful train of thought in motion, allowing them to visualize the results of using your product before they're even aware that this is a sales call.

### **Sell them on benefits, not features**

At this point, you can start discussing your solution. Now that your prospects have already imagined the results they could have, they'll be more open to discussing the specifics of your product.

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Just remember not to spend too much time discussing the specific features of your product. Instead, pull benefits from each feature and focus on those.

To continue with our example above, you could say something like this:

“Our product allows remote teams to communicate asynchronously with video, meaning you can have a personal conversation with your teammates and get your ideas across in a way that isn’t misconstrued, as often happens with text-based conversations.”

Continue this line of conversation and highlight the benefits of your product and the way it specifically fills the needs of your prospects.

## **How to close a sales pitch to ensure you’re heading in the right direction**

Talking about your product is good. Selling your product is better.

How can you close your sales pitch in a way that pushes prospects towards [closing the sale](#)? Here are some sales pitch closing techniques you can use to conclude well:

### **Go through the virtual close**

Let’s be clear: it’s very unlikely that you’ll close the deal in this sales pitch.

That said, you can shave loads of time off your sales cycle by including a virtual close in your sales pitch.

Here’s how this works: you’ve come to that point in your sales pitch that your prospect is seriously interested in your product. You’ve successfully helped them see the real-life benefits of your product and they like you.

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Now, you need to let them guide you through their steps to purchase.

This accomplishes two things:

1. First, you'll have a much clearer understanding of the steps involved in selling to this customer
2. Second, your customer will continue down the path of imagination to a time when they purchase your product

All you have to do is [ask a simple question](#):

"What will it take for you to become a customer?"

The important point here is to keep asking [follow-up questions](#). Get them to take you through their process until the point where they say: "Then, we'd purchase your product." This could include getting approval from different execs, letting stakeholders ask questions, going through a product demo, looking through a proposal, etc.

Once you have a clearer view of their purchase process, you can continue to close your sales pitch with the next step:

### **Leave them with a specific call to action**

Wondering how to create urgency in a sales pitch? Make sure to leave the call with a specific action that either you or the prospect must take.

This might include:

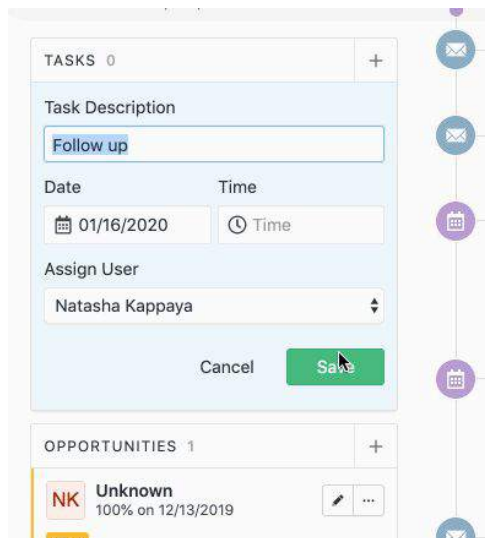
- Sending them your Calendly link so they can book a meeting with stakeholders
- Setting up a product demo for their team
- Getting an introduction to another important decision-maker

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If the ball is in your court, make sure to take that next step as soon as the call is over.

If you're waiting for the prospect to take the next step, set a reminder in your CRM to follow up with this prospect in a few days if you haven't heard from them.

And that's how you conclude a sales pitch the right way!

A screenshot of a CRM interface showing a task creation form. The form is titled 'TASKS 0' with a plus icon. It has a 'Task Description' field with the text 'Follow up'. Below this are 'Date' and 'Time' fields; the date is '01/16/2020' and the time is 'Time'. There is an 'Assign User' dropdown menu with 'Natasha Kappaya' selected. At the bottom of the form are 'Cancel' and 'Save' buttons. Below the task form is a section titled 'OPPORTUNITIES 1' with a plus icon. It shows a card for 'Unknown' with a status of '100% on 12/13/2019' and edit/delete icons. To the right of the form is a vertical timeline with icons for email, calendar, and other tasks.

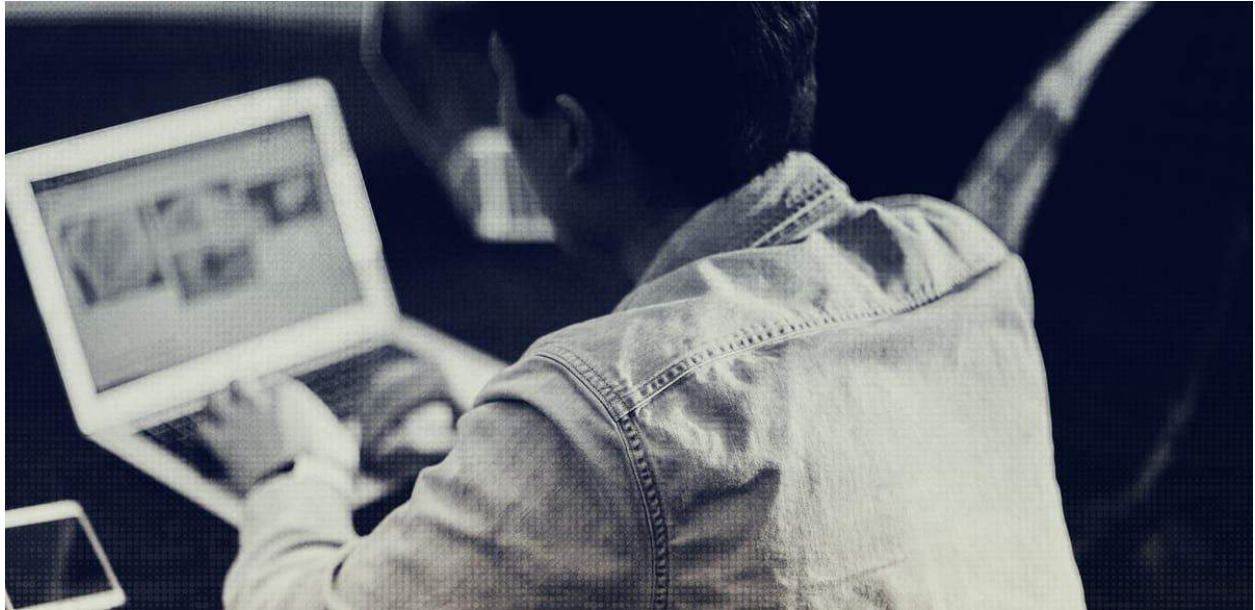
## What takes a sales pitch from good to perfect?

By now you've learned some essential lessons:

- Writing a sales pitch that sells isn't easy, but it's possible
- Collaborating with your team is key
- 100% focus on the prospect makes your pitch really sing
- Always be following up

These are the necessary steps you must take to write a sales pitch that resonates with your audience and gets your prospects to the next step in your sales process.

## 7 sales pitch ideas & techniques to get you out of a rut



How long have you been using the same sales pitch?

Maybe you spent a lot of time crafting a pitch that suits your audience. You worked to [get the right questions](#), include powerful phrases, and focus on the benefits.

But the more you use this sales pitch over time, the more worn out it seems.

Maybe the market has changed and your pitch doesn't appeal to them like it did before. Or maybe, after using the same pitch for so long, you're getting into a rut.

It's time to dig yourself out with some creative sales pitch ideas.

In this chapter, you're going to see:

- 7 creative sales pitch ideas that make you stand out from the crowd

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- How to get out of a rut by avoiding common sales pitch mistakes

## **7 creative sales pitch ideas that make you stand out from the crowd**

Many times, learning how to pitch better and getting out of a rut means pushing yourself out of your comfort zone.

With your sales pitch, the idea is the same: we want to break you out of the box you've been living in and build a sales pitch that tests your [skills as a sales rep](#).

The bigger the effort, the better the results.

Take a serious look at this list of sales pitch techniques. See which ones you can implement in your own process, and be willing to break out of your comfort zone.

### **1. Create sales pitches for each customer profile**

One sales pitch is great: A few sales pitches are better.

If you sell one product to one single type of customer, then you probably only need one sales pitch. But if your solution solves a number of different challenges or is used by customers who are vastly different from each other, you should have more than one pitch, and a lot more sales pitch techniques in your arsenal.

After all, the way you pitch to an SMB is not the same as the way you pitch to an enterprise company.

In Chapter 1 of this guide, we discussed writing a sales pitch. Inside this process, it's essential for you to use real customer data to craft a pitch that sells. If your company already has ideal customer profiles set up, use that information to craft several different pitches that appeal to different audiences.

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**Pro tip:** If you don't have ideal customer profiles set up, [get this free interactive guide](#) to create your own ideal customer profiles.

Once you have several sales pitch ideas that are based on your customer profiles, you can use the [qualification stage](#) to fit new leads into one of these profiles.

Then, you'll be able to choose the pitch that best suits this particular lead based on their profile.

As an added bonus, using multiple sales pitches is a great way to break out of a rut. In this case, you'll be constantly changing up your pitch, adapting dynamically during the day based on who you're talking to instead of repeating the same pitch to every new lead.

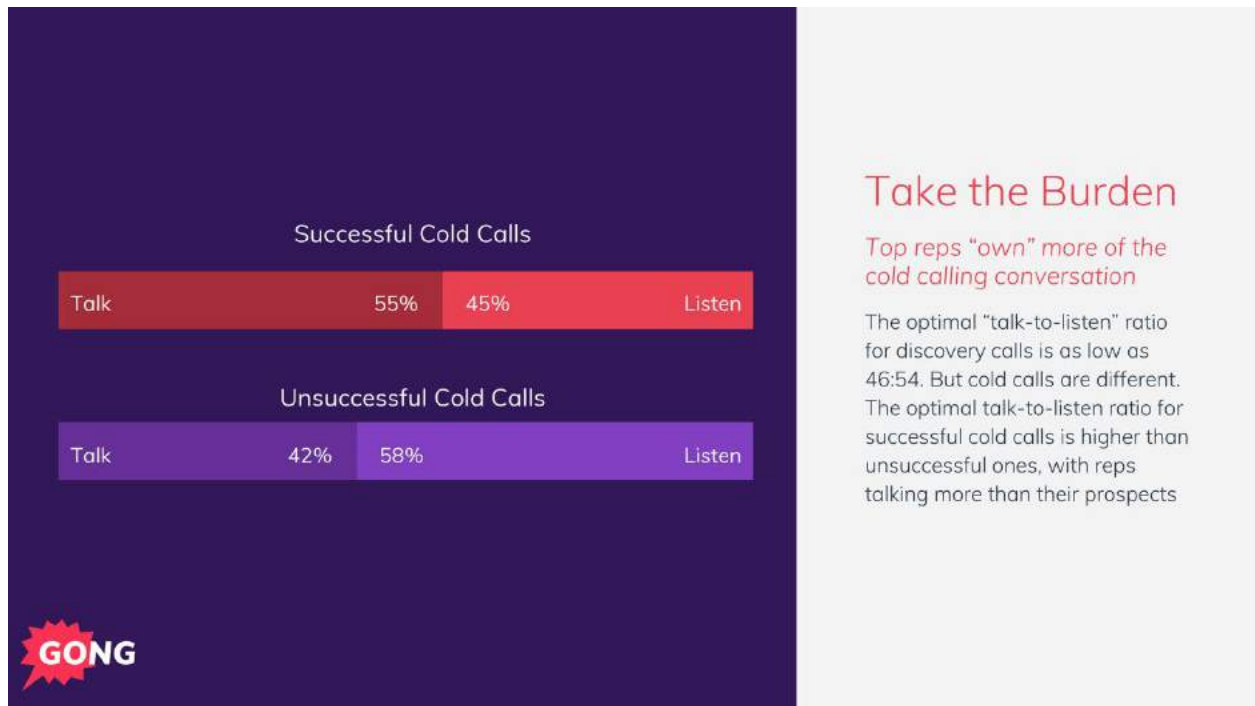
## **2. Build a dialogue, not a monologue**

You may have heard the mantra: listen more than you talk.

While this may be true in some parts of the sales process, it's actually not ideal on a [cold call](#).

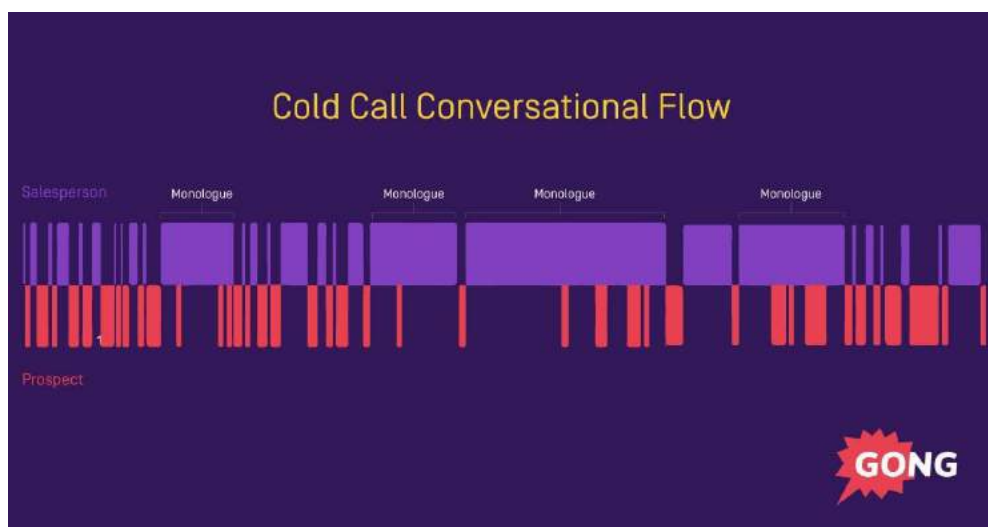
[Research from our friends at Gong.io](#) shows that, when you're pitching to a lead, you should be talking just a bit more than your lead does.





However, this doesn't mean you need to launch into a five-minute discourse on the benefits of your product.

Instead, you want your conversational flow to look something like this:



While there are short monologues in this call, there is a regular back-and-forth between the rep and the lead.

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By keeping your lead engaged throughout your pitch, you'll make sure they're really listening when you explain important aspects of your solution.

So, keep this sales pitch idea in mind: create a dialogue, not a monologue.

Within your written pitch, include questions to ask your prospect and space for them to express their ideas. Then, your pitch will have a better flow, and the prospect will stay engaged.

### **3. Use open-ended questions to discover pain points and pitch effectively**

Ultimately, you can use questions to help prospects see how your solution solves a problem they're facing.

The ideal formula is asking whether the prospect has a certain problem, getting them to say yes, and then presenting your solution.

But it's unlikely you'll be able to guess at their main pain points without asking the right questions.

The best way to do this? Ask [open-ended questions](#).

Let's use an example to demonstrate how this works. Imagine you're selling a [scheduling app](#) to doctors. Use your questions as satellites that map out the prospect's wants and needs. You want to use your satellites to spot the exact coordinates of their sweet spots.

**Sales rep:** "What's one of the biggest challenges you have in your practice right now, especially when it comes to managing revenue, costs, and your time?"

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**Dr. Smith:** "Figuring out a way to increase revenue is important in today's economy."

Most salespeople at this point in the conversation would think: "Great, I got it! I'll pitch this doctor our scheduling app as a way to increase revenue!"

But you—the real pro sales rep—aren't satisfied with that. You take it a step further.

**Sales rep:** "If increasing revenue is important to you, what have you done in the past to achieve that? Is it about getting more people in the door, having more people show up on time, or reducing the number of no-shows? What kind of measures do you think could really make a dent?"

**Dr. Smith:** "We don't really have a problem with no-shows. The main thing would probably be doing more effective advertising."

Now that piece of information changes the whole dynamic of the conversation dramatically, compared to what the first version of the answer was.

At this point, it might seem like there's no way to sell to this doctor. After all, how can your scheduling app help Dr. Smith's advertising?

But this is the point that differentiates mediocre sales reps from great sales reps. Because now you're really getting into consulting. You're not just trying to get the prospect's money in exchange for what you've got: you're revealing something of value to your prospect.

Keep asking these open-ended questions. You want to find out: is advertising really the thing that would benefit this doctor the most? What's their actual no-show rate? Maybe there's potential for significant improvement, and Dr. Smith simply isn't aware of how big an opportunity for increasing revenue this represents.

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## 4. Test before you pitch

As you continue to converse with the prospect, asking good questions, and discovering their true needs, you're getting closer to the point where you dive into your pitch.

But again, don't gamble, don't guess, don't hope for luck. Instead, test!

Don't proclaim, "Dr. Smith, I think I have the perfect solution for you! We can save you money on scheduling!"

Instead, keep asking, probing, testing:

**Sales rep:** "Dr. Smith, if there was a way to significantly save on scheduling and staffing, would you be interested in a solution like that? Would saving a lot of money be an option for you, so that you keep your revenue unaffected, but lower costs, and thus end up with more profit, instead of trying all kinds of new advertising methods that have unknown outcomes and aren't predictable?"

And then wait to hear what they say!

**Dr. Smith:** "Na, I'm not really a saving-money guy."

That's valuable feedback! It saves you a wasted bullet. Now you don't have to pitch what you wanted to pitch, and are still good for another round of interaction and questioning until you get a clear sense of what would work.

Ultimately, you want to get to a point where Dr. Smith says, "Yes, that would be interesting."

## 5. Back up your statements with facts and data

How many times have you heard a rookie sales rep say something like:

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“We offer the BEST solution to your problem.”

“It’s the BEST value for the money.”

“We’re the PERFECT tool for this task.”

And maybe it’s true. Maybe you are the best. But simply stating that fact without any data to back it up makes it very difficult for the prospect to believe you.

Anyone can say they’re the best. But only the best can prove it.

So, what makes your solution the best? Do you have unique features that other companies are lacking? Is your customer support out of this world? Are your customers seeing better results with your product?

It’s not wrong to make bold statements about your solution. But if you can’t back those statements up with facts and data, your prospects will lose confidence in you. And if you [lose their trust at this point, you’ll probably lose the deal](#).

Instead, try something like this:

“Our solution is the best value for the money, considering the size of your team. Other solutions charge you per user, but we offer one fixed price per month that doesn’t change when you add more users.”

With some extra facts, that abstract statement builds a solid foundation in reality.

## **6. Talk about the cost of NOT purchasing**

You never want to talk about the price of your product [without first establishing the value](#). But sometimes during a sales pitch, the prospect insists on the topic of cost.

If you feel you’re not quite ready to give them a price, try switching this conversation around.

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“I understand pricing is very important to you since you’re working with a tight budget. But let me just ask you this question: if you don’t find a solution to [the problem you’ve discussed] in [amount of time], how much will that cost your company?”

If your solution isn’t directly related to revenue, adjust the last part of that question to lead the prospect to understand the consequences of not purchasing:

- “What would be the effect on your team?”
- “How would productivity be affected?”
- “How will that affect the morale of your remote employees?”

Then, take those consequences and convert them into dollars:

- “If team productivity goes down by just 10%, how much money could your company be losing?”
- “If morale starts to go down, your employee churn rate will go up. How much does it cost you to onboard new employees when others leave?”

By asking these questions, you’ll help prospects understand the real cost of the problem before they hear the cost of the solution.

## **7. Preempt objections by talking about your weak points**

At the end of your sales pitch or in the next meeting with this prospect, you will likely face objections.

Let’s be honest: No one knows the weak points and risks of your product better than you do.

Don’t try to hide those. Instead, catch the prospect off guard by preempting their objections.

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In other words, [tell them exactly why they shouldn't buy your product.](#)

Honesty is a powerful tool for a salesperson. Use it to your advantage.

Think of it like this: when a prospect brings up objections, it puts you on the defensive. When you bring up the weak points of your own product, you can control how they're seen by the prospect and how a solution can be found.

The key is preparing a brief solution to each weak point. Even if you haven't figured out a complete solution, prepare a quick sentence or two that shows you're aware of the issue and are working to address it.

## **How to get out of a rut by avoiding common sales pitch mistakes**

Another reason you might get stuck in a rut is by developing routines that are counterproductive to your sales.

It's time to break bad habits within your sales pitch. Here are some routines that some reps fall into, as well as ideas on how to get out:

### **Aimlessly throwing darts in the dark**

If you're not clear on exactly what parts of your product will appeal to your audience, your sales pitch will lack proper aim.

Using our example above, here's what NOT to do:

**Sales rep:** "Hey Dr. Smith, we've built this scheduling app, and it saves doctors like you a lot of time. Would this be interesting to you?"

**Dr. Smith:** "No, we don't really have that problem, I don't think this is really for us."

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**Sales rep:** "Yeah, but our scheduling app can also help you to reduce staff costs because you don't need to have somebody on the phone all the time, going back and forth with potential patients. Are you interested in reducing your staffing costs?"

**Dr. Smith:** "No, I don't think this is something we're interested in."

**Sales rep:** "Yeah, but, how about if we could actually increase your revenue a bit?"

And the sales rep goes on and on like this, without a clear target, without a clear understanding of where to aim at. They're just [throwing features](#) and [value propositions](#) around, hoping something will hit the target.

That's not selling, that's speculating. It lacks direction.

Instead of throwing darts in the dark, make sure you can see the target before you take aim. There are two specific ways to do this:

- Do proper research before you get on the call
- Ask questions that reveal needs

Once you have a clear view of the target, you can stop throwing into the dark hoping for a result, and start aiming your pitch effectively.

## **Building a no-street**

Asking yes-or-no questions is a dangerous road to travel on. Because once a prospect starts telling you "no," you are building a no-street.

You're conditioning the prospect's mind to say "no" to your proposals. The more often the prospect says no to you, the more likely they are going to be to keep saying no, and the bigger the disconnect between you and the prospect.



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Eventually, they're so tuned-out of your pitch that they'll respond with "no" to anything you say.

Here's how to fix this:

Instead of asking the prospect, "Do you have this problem?"

Ask, "What's the main challenge you're facing right now?"

Above, we discussed the power of open-ended questions. These questions will lead you to a better understanding of your prospect, meaning you can guide them based on their actual needs.

### **Assuming what you like about the product is what your prospects will like**

A good sales rep really believes in what they're selling. But what you like about the product may not be what the prospect likes.

Remember that scene from Wolf of Wall Street?

Do you know why all their sales pitches suck? Because each of these sales seminar attendees pitches prematurely. They assume that what they like about the pen is what their buyer likes about the pen. They just [show up and throw up all over the prospect](#), rather than gathering information, engaging the prospect, and presenting the solution in response to their fact find.

### **Over-promising**

You know the moment. You're pitching, it's going great, they love your product. Then they ask: "But does it have this feature?"

The knee-jerk reaction is normally something like this: "Not yet, but it's on the roadmap!"

This is one of those phrases that's almost certain to kill the deal.

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Because most of the time, either this feature isn't really on the roadmap, or the rep has no actual idea of what the product roadmap looks like.

Here's the key: Your sales pitch isn't about what your product might have down the road. If a feature isn't part of your product today, or won't be part of your product in the next few weeks, don't sell it.

When you're trying to [sell the vision instead of the reality](#), it's easy to over-promise and under-deliver. That's never a good way to start a relationship with a new customer.

Instead, try to dig into why the prospect is asking about this feature. What do they want to solve? Is there another feature of your product that will solve that problem just as well? Is there a workaround using Zapier or another integration that some of your customers have used to solve this problem?

By digging into the root of the problem, you can overcome this question without promising features that may never be part of your solution.

## **Forgetting to follow up**

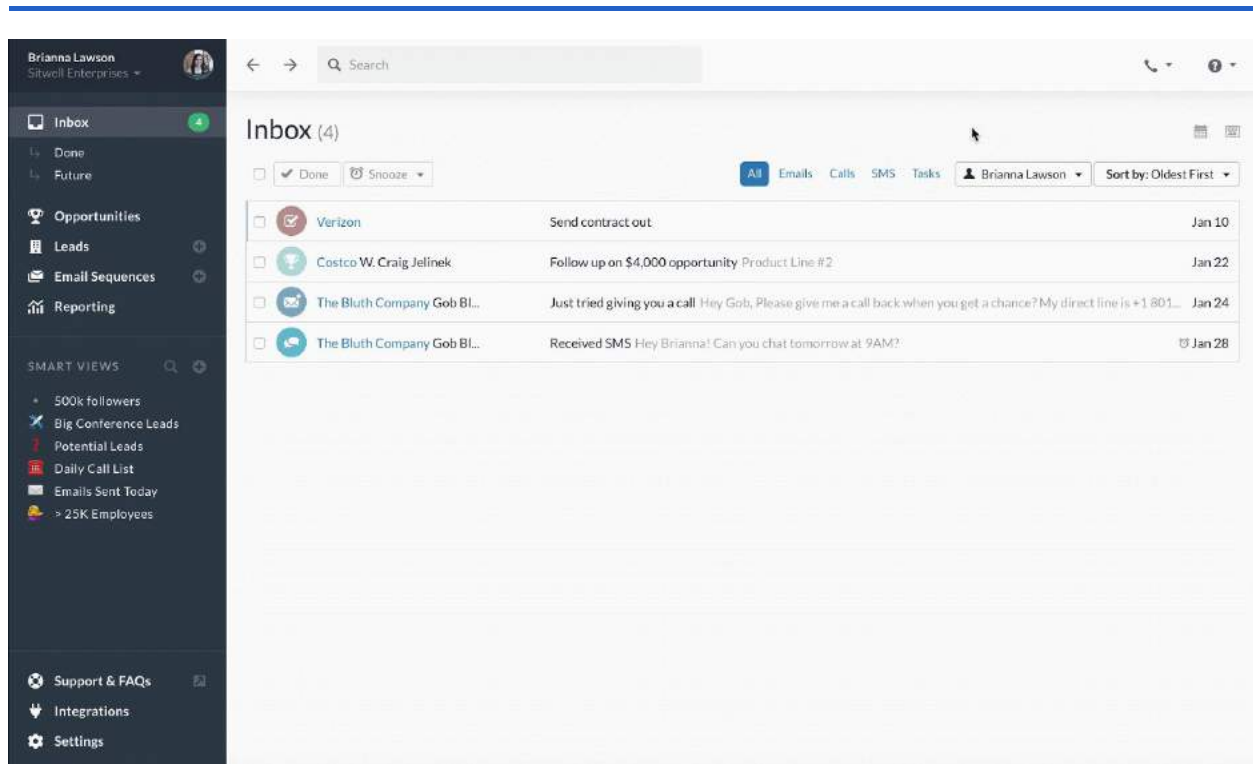
Never underestimate the power of the [follow-up](#).

Maybe you've set up some specific next-steps and are now waiting for the prospect to get back to you.

That's fine. Just don't wait forever.

To make sure this prospect doesn't fall through the cracks, set up a reminder in your CRM to check back with the prospect after a reasonable amount of time.

[In Close](#), you can check your inbox to see upcoming tasks, such as follow-ups, or reschedule them for down the road.



Don't let their excitement cool off: follow up to [keep that lead hot](#).

## Use these ideas to create the perfect sales pitch

So, are you ready to deliver a pitch that resonates with your prospects?

The creative sales pitch ideas we've discussed will help you gain a better understanding of your prospects and use that information to close deals faster. By maintaining a dialogue and asking open-ended questions, you'll keep the prospect engaged from start to finish.

Also, [avoiding common sales mistakes](#), like throwing darts in the dark or overpromising, can help you keep a good rapport with your prospect and move them to the next stage in your [sales pipeline](#).

But how does a sales pitch work over the phone? And what can you learn from top examples of cold-call pitches?

## How to do cold calls: 9 sales pitch examples over the phone



How many different methods are there to give a sales pitch?

Whether it's email, social media, [SMS](#), video conference, or in-person, there are plenty of ways to get your message across.

But the one tried-and-true method that all top-performing salespeople keep coming back to is this: the cold call sales pitch.

Giving a convincing sales pitch over the phone requires skills, finesse, and guts. And let's face it, [cold calling](#) probably isn't your favorite sales method — but it's worth the effort.

Are you ready to become an expert at over-the-phone sales pitches?

In this chapter, you're going to learn:

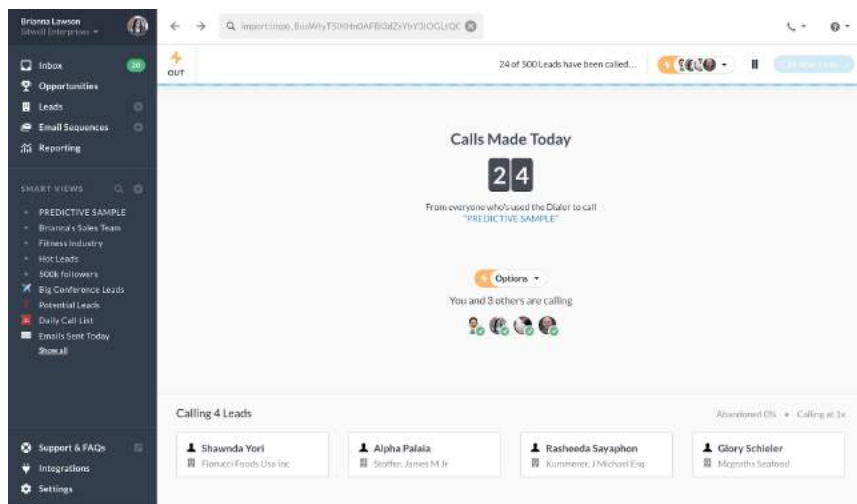
- What makes a cold call sales pitch different?

- How to start a sales pitch over the phone
- 9 sales pitch examples over the phone to base your calls on
- 6 expert tips for pitching over the phone

## What makes a cold call sales pitch different?

A cold call sales pitch is unique because it requires a moment of clear connection between you and your lead. It's an opportunity for a personal connection that just isn't possible in an email or a text. However, that level of connection also puts you in the direct line of fire for rejection.

You need to be able to address objections much faster when you're on the phone than when you're working with email and have more time to map out your responses. That said, when you can pitch over the phone successfully, you set the basis for a stronger connection with leads and a deeper relationship as a future customer.



Cold calling sales leads in Close CRM with the [Predictive Dialer](#)

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When making a sales pitch over the phone, you have several things working against you.

First of all, you're calling a complete stranger and asking for some of their valuable time. You have just seconds to convince them to keep listening to you.

Second, most people dread making cold calls. Even seasoned sales veterans still feel a pinch of anxiety when they make their first dial of the day, and it takes everyone some effort to [overcome their fear of cold calling](#) at some point. Either they're afraid of [facing rejection](#) or they dread sounding like the sleazy salesperson most people associate with phone call sales pitches.

And lastly, there's the danger of having your sales pitch sound mechanical and robotic since you're repeating the same words over and over again to different people during the day.

Do any of these challenges hold you back from giving a successful sales pitch over the phone? Keep reading: With the tips below, you'll learn to overcome these challenges with a comfortable and polished sales pitch for the phone.

## **How to start a sales pitch over the phone**

The first seconds of your sales pitch are critical. The lead wasn't expecting your call, and they'll need solid reasons to stay on the phone with you within the first few seconds of your call.

So, how should you start a sales pitch over the phone?

In Chapter 4 of this guide, we'll go into more detail about how to create a sales pitch script that works. But for now, here are 5 easy steps to start your cold call sales pitch on the right foot:

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## **Step 1: State your full name and where you're calling from**

While a bit obvious, giving your name and company as the first sentence is essential, especially when you're on the phone. Your lead needs to know immediately who you are and what company you're with: otherwise, they'll spend the first 20 seconds wondering who on earth you are and will completely miss your pitch.

## **Step 2: Explain the purpose of your call in one sentence**

There's no need to ask if you caught them in the middle of something: let's just assume you did.

So, after telling them clearly who you are, give a one-sentence explanation of why you're calling them.

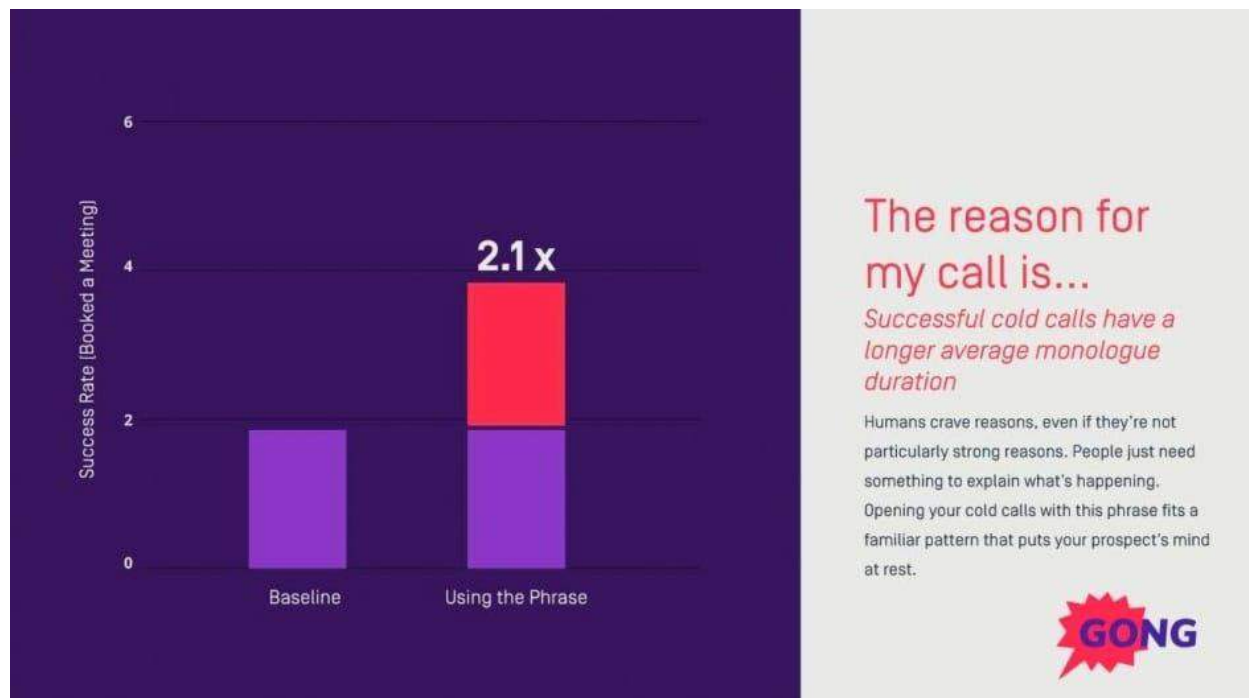
This sentence needs to cover three important points:

- What you're offering
- Why you're calling this particular person
- What the goal of the call is

That sentence could sound like this:

"I'm calling marketing managers whose companies have recently announced a more permanent remote-work situation to talk about a solution for remote productivity."

In fact, starting this sentence with "The reason for my call is..." has actually [been proven to help prospects stay on the phone longer](#) and even book a meeting.



### Step 3: Tell them exactly how much time you'll need

This is a psychological hack to help put prospects at ease.

Ever get a call from someone that you know will keep you on the phone for hours? Be honest with me: did you pick up the phone with an excuse ready to launch like a lifeboat from a sinking ship?

That's how your prospects are probably answering your calls.

Let's assume they've had bad experiences with lousy salespeople who have kept them on the phone much longer than they wanted and they're ready to make their excuses and get off the phone with you before you take their whole day.

To stop this from happening, tell them exactly how much time you're asking for.

"If you have 35 seconds right now, I'd love to tell you how our product is helping marketing managers to increase productivity on their teams by 25%."



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#### **Step 4: Give your 30-second sales pitch**

If the lead agrees to hear your pitch, do not go beyond the time you've set for yourself. In 30 seconds or less, give a solid pitch that focuses on the needs and wants of the lead and shows them specific reasons why they should stay on the phone.

#### **Step 5: Ask for permission to continue**

Now your lead knows:

- Who you are
- Where you're calling from
- What you're offering
- Why you decided to call them today

They have all the information they need to decide whether they want to keep listening or not.

At this point, you cannot keep pitching without better knowledge of the customer. You need to ask questions (like the ones we talked about in the last chapter) so that you're not throwing darts in the dark.

But first, you need to make sure they're willing to continue. It's time to ask a critical question:

"Does this sound like something you'd be interested in?"

This method of starting your cold call sales pitch allows you to quickly establish a basis to continue the conversation and give an effective sales pitch that leads to a [closed deal down the road](#).

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## 9 sales pitch examples over the phone to base your calls on

Sometimes, the best way to learn is by watching good examples.

Want to see what a sales pitch over the phone looks like in real life? Check out these sales pitch examples and see what you can swipe for your own cold calls:

### 1. [The interruption](#)

This is a live pitch for sales software to sales leadership. Ryan pitches his product proactively, asking good questions, and getting his prospect interested right from the get-go. He also sets a specific amount of time that he needs to pitch his product right from the start.

How to model your cold calls after this: Acknowledge that you're an interruption, and put a specific time limit on how long you'll spend with them.

### 2. [The rocky start](#)

Michael gets off to a rough start with technical difficulties on this call, but he pushes through with great discovery questions that hook the prospect.

**How to model your cold calls after this:** Don't let yourself get thrown off course by unexpected interruptions.

### 3. [The cold social media pitch](#)

Dan is pitching his social media services to a jewelry business in his area. His calm, natural tone keeps the conversation casual and personal.

How to model your cold calls after this: Clearly state the reason for your call at the beginning, and sell them on the meeting, not the offering.

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#### **4. The non-ideal customer**

This salesperson is looking to sell payroll software to a company. But, by asking the right questions, he realizes that this company doesn't fit his ideal customer profile.

How to model your cold calls after this: Ask the right questions to quickly jump to the needs of this client. Or, as in this case, find out from the get-go if this person is right before you launch into your pitch.

#### **5. The 'tell me more'**

Mark is selling sales training and does a great job of digging into the real needs of his prospect before pitching his solution.

How to model your cold calls after this: Use the "Tell me more" trick to do what Mark did: get the prospect to open up about their needs.

#### **6. The educator**

Ethan's call with a local business goes really well because he shows he's done his research and takes the time to educate the prospect on paid ads tracking.

How to model your cold calls after this: Know the businesses you're selling to as well as you know what you're selling. That way, you can be an expert advisor that helps educate prospects as you find the solutions they need.

#### **7. The exuberant real estate pitch**

Mariah's fun, natural tone goes a long way with her prospects, and she's involved in the conversation enough to respond well to whatever these people throw at her. Mariah teaches us that a cold call sales pitch can be fun!

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How to model your cold calls after this: To respond well, you need to [listen well](#). The more comfortable you are with your pitch, the easier it will be to listen to what your prospects tell you.

## **8. [The voicemail](#)**

While most salespeople dread [leaving a voicemail](#) (or simply don't leave one at all), Morgan shows us what a sales pitch voicemail should sound like. Without rushing, he clearly explains who he is and why this prospect should call him back, all in less than 25 seconds. (Jump to 4:27 in the video to see Morgan's voicemail in action.)

How to model your cold calls after this: Give value right away: Treat the first sentence of your sales pitch as the reason why your prospect should stay on the phone (or call you back).

## **9. [The casual exec pitch](#)**

Michael makes a call to a C-level executive at a billion-dollar company and gives him a pitch that is friendly and casual. His lead is semi-warm since they had already connected on social media, and the two chat like old friends rather than complete strangers.

How to model your cold calls after this: Don't be afraid of [pitching to C-level executives](#) at big companies. In the end, they're just people, and they'll appreciate an authentic voice on the other line more than a mechanical pitch.

These sales pitch examples over the phone give us a foundation to start with. But, are you ready to take your cold call pitch to the pro level?

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## 6 expert tips for pitching over the phone

If you want to be more comfortable and get better results from your cold call sales pitches, use these 6 expert tips for pitching over the phone:

### 1. Smile (because they can hear it)

This isn't a myth: there are actually physiological reasons why smiling on the phone changes how you sound. The shape of your mouth and the pull on your vocal cords changes when you smile, so your voice automatically adopts a different tone.

In other words, people can quite literally hear you smiling on the phone.

[Tone of voice](#) is extremely important when selling on the phone since your voice is the only link people have to you. With a smile and the right tone, you'll come off as friendly and helpful rather than pushy, apathetic, or aggressive.

### 2. Choose the right time

Is there a 'best time' to call your prospects?

If you search for that information in Google, you will likely come away confused. Numerous 'studies' of sales phone calls have found that the best time to call is in the morning. Others say the afternoon is better. Some studies tell you never to call before lunch, others say 11:00 AM is a sweet spot for cold calls.

The point? Deciding on the right time to call is up to you.

You know your prospects: so, what does their typical day look like?

If you're not sure, talk to current customers that you have a good relationship with. Are these startup founders who begin their day at 5:00 AM and regularly

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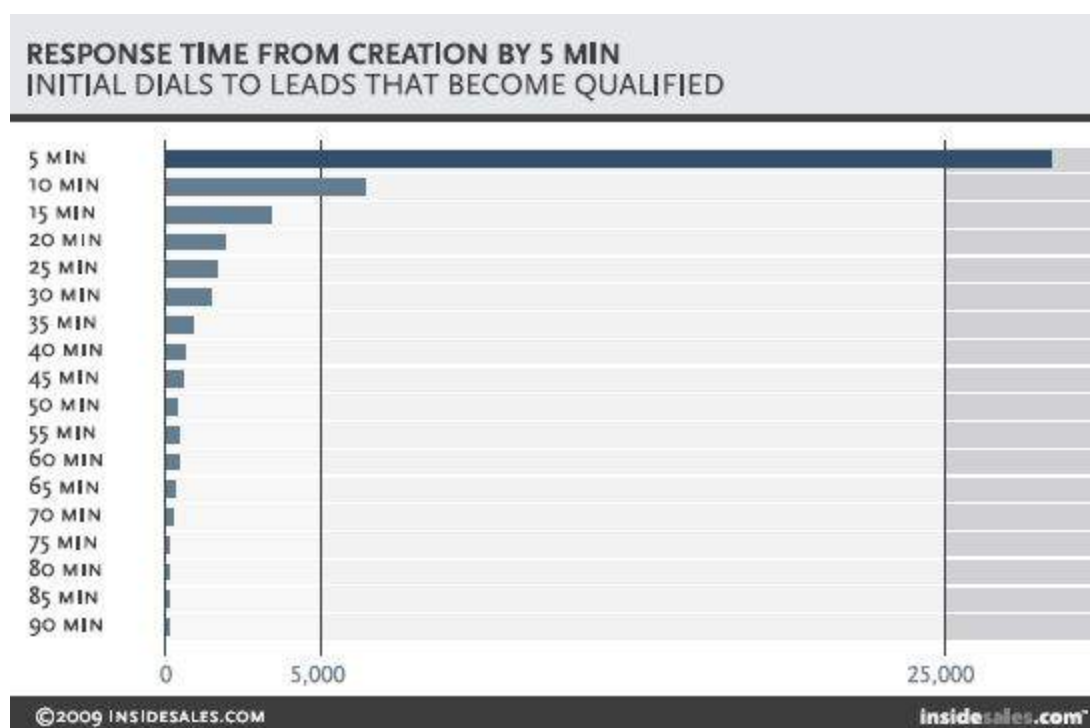
work past 6:00 PM? Are they working remotely and getting to work a bit later to spend time with their kids before school? Do they typically take a full hour for lunch, or do they work through lunch?

[Sales call timing](#) also involves timing in the week, month, or quarter. Get to know the cycles that these businesses are going through and the timing of their goals.

Another aspect of timing your calls well has to do with inbound leads. When someone signs up for a trial on your website or fills out a form, how quickly do you respond?

[According to one study](#), your chances of contacting a lead are 100 times greater if you call them in the first 5 minutes than calling them just 30 minutes later.

And the chances of qualifying are 21 times higher.



The point: Contact new inbound leads within the first 5 minutes.

**Pro tip:** Want to add new leads to your call lists faster? [Close CRM integrates](#) with inbound lead generation tools like Intercom, Drift,

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99Inbound, MailChimp, Unbounce, and more, so new leads are added to your lists automatically and you can call in the very moment they show interest in your product.

### **3. Avoid filler words and phrases**

Words like “um,” “uh,” “well,” and “you know” slip into our conversations like the dust that’s collecting on your computer monitor right now.

And just like that dust, filler words make it difficult to see through to the point of your sales pitch.

So, cleanse your pitch of filler words (and for goodness sake, clean your monitor already)!

Of course, we know these words aren’t in your script. So, how can you stop saying them?

The best method to remove filler words from your pitch is to practice, practice, practice. And then, go practice some more.

The more comfortable you are with your sales pitch, the easier it will be to get through it without adding unwelcome filler words.

### **4. Pause effectively**

Once you remove filler words, you may notice some gaps in your pitch.

These are what we like to call dramatic pauses.

Yes, pausing in your pitch sets a very interesting tone. When you pause at the right time, and for just the right amount of time, you give your prospects a moment to consider what you’ve said and show them that you’re comfortable and relaxed, not in a hurry.

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Pausing also gives you the opportunity to breathe. While it may seem a bit obvious that you need to breathe while giving a sales pitch over the phone, it's far too easy to get caught up in the stress of the moment and speak several sentences without taking a breath. (At which point you'll sound more like someone who's about to cross the finish line at the Boston Marathon than someone trying to sell software.)

By adding appropriate pauses to your pitch, you'll make sure not to confuse the prospect and actually hold their attention. Learn more about how to speak in a way that makes people listen in this article: [Cold calling? You lost me at hello.](#)

## 5. Speak with intention and clarity

While it's true that this should be a conversation, it's important that you as the sales rep guide this conversation effectively.

In fact, research from our friends at [Gong.io](#) found that [top-performing sales reps switch topics 15.6% less frequently](#) than average or poor performers.





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This means that, even though top reps seem to cover more ground, they keep their conversations clear and intentional, bringing in the right topics at the right time.

How can you do this?

By following an effective script. Looking for an example? Jump ahead to the next chapter to see how to create a winning sales pitch script.

When you have a clear goal in mind for your sales call, you'll know what you're saying and how to direct the conversation. Keep in mind 3 points you want to highlight or topics you want to cover, then take the prospect through those one step at a time.

With clear intentions and a path to follow, you'll stop jumping topics and start having a clear, well-developed conversation.

## **6. Listen and repeat**

In a cold call sales pitch, you have much less personal contact with your lead than you would in-person.

So, when they talk, you need to make sure you hear everything they're saying and understand it.

Without the advantage of body language and facial expressions, this becomes more of a challenge.

So, you need to take your listening a step further.

As you go through your pitch and ask questions, you want the prospect to feel understood and make sure you understand their answers (and the reasons behind their answers) very well.

Here's an easy psychological hack to do this: repeat back their answers.

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Let's say you've asked about the main challenges the prospect is facing. They respond, "Figuring out how to keep the team productive when they're working remotely permanently has been a recurring challenge over the last few months."

Then you say something like this: "So, team productivity is a priority for you right now."

And the prospect responds: "Yes, exactly."

Now, the prospect knows that you truly understand their main need. This gives them more confidence in what you say from here on out since any solution you offer should apply to this particular need.

## **Give an effective phone call sales pitch**

You already knew that giving a sales pitch over the phone can be scary. But this chapter has taught you how to take those calls and make them work for you instead of [letting phone fear overwhelm your pitch](#).

You've also seen some incredible cold call sales pitch examples that you can imitate, as well as expert tips such as smiling, pausing effectively, and speaking with intention and clarity.

But to maximize the power of your sales pitch, you need a script.

How do you create a sales pitch script, and why is it so important?

## How to create a phone sales pitch script [Free template]



If you're doing [inside sales](#), you know that a phone call can be an incredibly effective tool to reach out to potential customers and close deals.

One hour after coming up with the idea for ElasticSales—the on-demand sales company we launched before Close—we had already created our first sales script.

We didn't waste time on market research, a website, a logo, or a name. We wanted to validate the idea as quickly as possible, so we got on the phone.

Our goal was to close 1 deal in 4 weeks. Instead, we landed 7 paying customers in 14 days. We even had to reject customers because we didn't have enough capacity to service them.

Our secret? A great sales pitch script. (You can [download the same free template we've used here](#).)

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If you're looking to level-up your calls, having a sales pitch script can make a huge difference.

But you might be wondering: Doesn't a script just turn reps into robots?

Nobody wants to be a robot. And actually, a script can help you NOT sound like a robot (when you use it right).

So, what are the benefits of using a sales pitch script? And what lessons can you learn from the script we used to get 7 paying customers in 14 days?

This is what you're going to see in this chapter:

- 6 reasons to use a sales pitch script for your team
- The best sales pitch script template we use and why it works
- Cold call script structure to model your calls after

## **6 reasons to use a sales pitch script for your sales team**

Rather than turn you into a robot, a well-crafted sales pitch script can actually boost performance for your sales team.

Here are 6 reasons you should consider using a sales pitch script:

### **1. Refine your process through collaboration and A/B tests**

An effective [sales process](#) is in a constant state of refinement. When you create sales pitch scripts, you take a step towards refining an essential part of your process: your cold outreach.

As we talked about in Chapter 1 of this guide, your sales pitch must be based on customer research, not guesswork. So, as you work through the research and

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start to write things out word-for-word, you'll add a level of polish and finesse to your [cold outreach](#) that couldn't be done without a script.

This is a process that you should do with the rest of your sales team, since each member will have valuable insights and clever phrases that will help your pitch reach its full potential.

Having a script also allows you to A/B test different introductions, conclusions, and phrases in the middle. As the whole team uses variations of the sales pitch script, you can see how prospects react and build a pitch that is truly outstanding.

## 2. Train new hires faster and more effectively

Whenever a [new sales rep](#) comes onto the team, there's a learning period where they must develop their knowledge of the product, the brand message, and the sales style of the company.

When a sales team already has a carefully developed sales pitch script, those new hires can start hitting the phones even sooner, knowing that their pitch is effective and builds on solid research into the [ideal customers](#).

<b>DEMOGRAPHICS</b> <ul style="list-style-type: none"><li>▶ 30-50 years old</li><li>▶ Marketing agency owner</li><li>▶ Success at work measured by revenue</li><li>▶ Uses LinkedIn and Facebook daily, in online groups for business owners</li><li>▶ Searches for new products by asking other business owners</li></ul>	<b>COMPANY</b> <ul style="list-style-type: none"><li>▶ 50 employees</li><li>▶ Marketing industry</li><li>▶ Main customer base: Local businesses</li></ul>	<b>GOALS</b> <ul style="list-style-type: none"><li>▶ Increase revenue by 10%</li><li>▶ Expand customer base to bigger businesses</li></ul>
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### 3. Minimize low-performance days

While a sales leader may depend on their high-performers to reach the [team's sales goals](#), different factors can affect their performance on a day-to-day basis. Whether it's because of issues in the office, trouble at home, or a global pandemic, your high performers will have some bad days.

Using a sales pitch script can help minimize the effect of a low performance day by giving everyone a baseline to follow. While most high performers will ad-lib off the script on a normal day, they will always have that safety net to fall back on when they're not feeling as creative.

### 4. Empower your team to listen better by decreasing stress

Doing [cold calls is stressful](#). Everybody knows it, even those who don't want to admit it.

But when you're so concentrated on (and stressed about) what you're saying, it becomes very difficult to listen effectively to the other person.

Sales leaders: do you want your reps to listen better on the phone? Then give them a sales pitch script.

With a written script, reps have their thoughts and words clearly in mind. Then, when they ask questions, they can actually listen to what the prospect is saying instead of scrambling for their next line.

This empowers sales reps to engage in meaningful conversations with prospects over the phone, giving them the ability to focus on the prospect and not stress excessively about what they're going to say next.

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## **5. Give creative license to top-performers**

When your high performing sales reps are at the top of their game, they probably feel like they don't need a sales pitch script.

And it's true: these people know how to sell.

But a script gives the call structure. It gives reps the right words at the right moment, and it also allows them to take that structure and give it some of their own unique flair and pizzazz.

Once they know that script, they can experiment with their own ideas and add some personality. Ultimately, you want to empower your reps to trust their instincts and be better than the script, but only once they've internalized the script.

## **6. Keep messaging focused and concise**

What is your brand message? What tone of voice does your website display? How are things worded in your pricing page, or within the product?

The words you use and the style they're portrayed in should be uniform across all aspects of sales, marketing, product, and customer service. So, when you create your sales pitch scripts, take into consideration the thoughts and suggestions from these other teams. Let the product team take a look at how you pitch certain features. Let customer service help you explain use cases concisely.

Scripts that are made with the help of all these different teams will bring your brand message to the fore, and keep your reps on-brand at all times.

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## The best sales pitch script template we use and why it works

When you use a sales pitch script that is well-developed, it gives you guidance on the phone to go from one step to the next in a proven model that actually delivers success and produces positive outcomes.

Back when we started ElasticSales, we saw how this works in real-life.

Ready to hear the sales pitch that got us 7 paying customers in 14 days?

Here it is:

Hi, my name is Steli Efti. I'm calling some startups in the area to find out if they are a good fit for our beta program.

What we do in a sentence is we provide companies with a sales team on demand.

Does this sound generally interesting to you?

Why did this work so well? Let's break down the opening lines:

### **Hi, my name is Steli Efti.**

With this opening line, we established context right away.

It seems like a no-brainer to start with your name, but you'd be surprised how many people ignore this step.

Forget your pitch for a second. You need to let prospects process who you are: otherwise, there's zero chance they'll pay attention to anything else you're saying.



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Some salespeople recommend small talk after the introduction—“How’s your day going? Is it raining there, too?”—but we don’t. Maybe small talk sets a friendly tone, but who has time for that?

In a cold call, assume you’re interrupting prospects on a busy day. Get to the point. Prove that you value their time.

**I’m calling some startups in the area to find out if they are a good fit for our beta program.**

We chose these words carefully. In one sentence, we were able to let our prospects—Silicon Valley startups who’d raised a few million dollars in venture capital—know:

- Who we help (“startups”)
- Where we’re located (“in the area”)
- What we’re looking for (“a good fit”)
- What we’re offering (“beta program”)

We chose “good fit” over “customer” for a reason: these were exploratory calls. And “beta program” because many prospects were in tech. It was a subtle way to let them know that we spoke their language.

The details of your script will ultimately depend on your target audience and your [ideal customer profile](#), but keep these ideas in mind as you write your own.

**What we do in a sentence is we provide companies with a sales team on demand.**

This was our elevator sales pitch. No fluff. The key to a great elevator pitch is clarity and brevity. Try to keep this to one sentence. If it takes thirty seconds to

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explain what you do, that's a problem. Prospects don't have patience, especially during cold calls.

### **Does this sound generally interesting to you?**

We cared how they responded to this question, but it never really mattered what they said.

- If they said yes, I'd say, "Awesome! Tell me about your sales process."
- If they said maybe, I'd say, "Interesting. Tell me about your sales process."
- If they said no, I'd say, "Okay. Tell me about your sales process."

The truth is that neither of us had enough information to decide whether the call was a waste of time. I still had a few qualifying questions to decide if they were a good fit for our beta, and they still had time to decide whether to continue or hang up the phone.

Here's the other reason why this question was important: it gave prospects an opportunity to say no. If the pitch didn't sound interesting and they weren't able to verbalize a quick objection, they'd be thinking, "How do I get off this call?" for the rest of the conversation. I'd never get any information out of them. The early no actually allowed me to keep the conversation going, even if it was only for a few more seconds.

### **Cold call script structure to model your calls after**

Now that we've covered the opening lines, let's take a deeper dive into the overall sales pitch call.

The basic structure involves these 6 steps:

1. Raise curiosity: Clearly state who you are and why they should care.

- 
2. Give context: This is your elevator pitch, a one-sentence overview of what you're offering and who you're offering it to.
  3. Ask for permission to continue: A simple question gives prospects the ability to say no or allow you to continue your pitch.
  4. Ask questions: Learn about prospects' needs and define if they are a fit.
  5. Test close: Use questions to discover price sensitivity, decision timeline, and other factors.
  6. Schedule next steps: Never leave the cold call without clear next steps in place.

These 6 steps should all be included in your sales pitch script, allowing you and your sales team to follow a clear, relevant structure throughout the call.

Here is the sales pitch script template you can copy and adapt to your own process:

### **Opening (steps 1-3)**

- Hi, my name is\_\_\_\_\_. I'm calling some startups in the area to find out if they are a good fit for our product/service/beta program.
- What we do in a sentence is we provide companies with XYZ.
- Does this in general sound interesting to you?

### **Qualifying (step 4)**

- What is your current XYZ process?
- Who are your customers?
- How do you currently solve XYZ?

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## Test closing (step 5)

- We would want to start in X weeks.
- Does this work for you?
- The beta program is heavily discounted. It's going to be \$X per day.
- What is the decision making process in your company?

## Next steps (step 6)

- Great. Sounds like this could be a good fit. Let me send you our brochure and schedule a time next week to discuss all your questions, etc.
- What's the best email to send you information and the calendar invite?
- What's a good time to chat next week?

[Swipe this script template](#) and adapt it to your own sales process.

**Pro tip:** When moving from a call to an [email follow-up](#), don't forget to log each touchpoint in your CRM. Keeping organized will make the entire deal process run more smoothly, and gives historical context to the rest of your team. Close saves you a step by logging calls, emails, text messages, and even Zoom meetings automatically—[try it free for 14 days](#).

## If you think sales pitch scripts turn salespeople into robots...

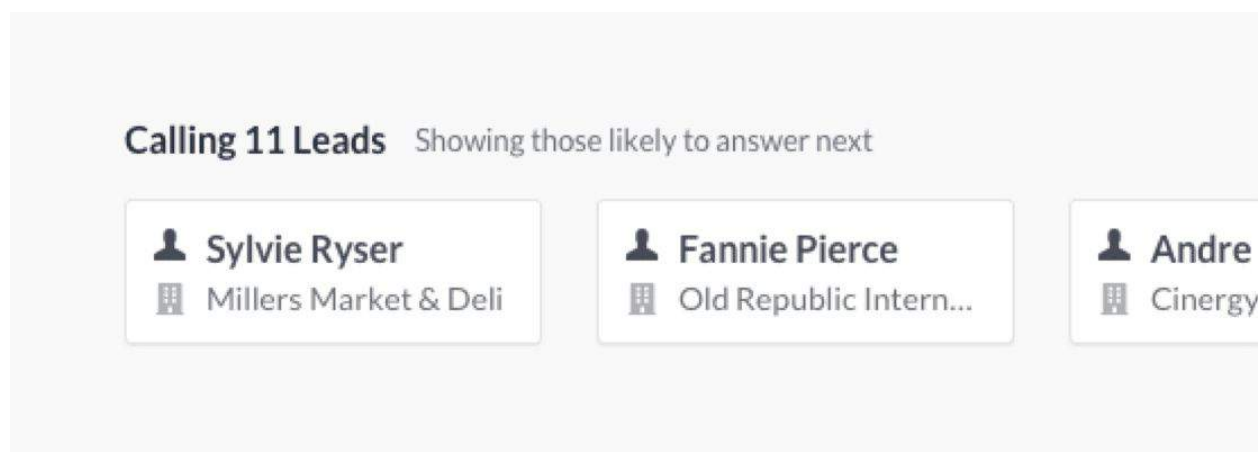
Then you're not using them correctly. When you mindlessly read your lines, you're going to sound like a robot. But [scripts aren't meant to lock you into a conversation](#). They're meant to help you refine your process, maximize

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performance for all members of the sales team, reduce stress, and keep messaging focused.

True, having a script won't give you a 100% success rate. Here some quick sales pitch script hacks to help you face objections:

- [Learn to love the no](#), and try to understand what kind of no they're giving you
- Create an [objection management document](#) so you're ready to face anything your prospects might say.
- Make a lot of calls to get your script exposed to many prospects (The right technology can help you accomplish this with less effort, which is why we built our [predictive dialer](#) right into our sales CRM.)



When you include creative workarounds to common objections in your sales pitch scripts, you'll be better prepared to continue the conversation despite the objection.

**Pro tip:** Check out some ideas of how to answer these two common objections: ["I don't have time right now"](#) and ["Send me an email"](#).

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## Create a sales pitch script you can be proud of

There are few things more important to your long-term sales success than a winning script, so apply what you've learned here.

And remember: creating a winning sales script is a never-ending process. If you regularly revise your script, you'll keep finding new ways to close deals. This doesn't have to take a lot of time—just set aside 15–30 minutes every month for a focused sales script session with your team. Even if you only do it once a year, that alone can make a huge difference to your bottom line.

Wondering how to take this sales pitch to your email outreach? Jump ahead to the next chapter.

## Writing a sales pitch email: subject lines, email examples + 5 steps to close



When was the last time you received a sales pitch email that really sucked?

Last month? Last week? Today?

Let's face it: we are all inundated with [sales emails](#) trying to sell us things we don't want or convince us we have a problem we don't have.

Well, guess what: your leads are getting these same emails. And they're just as sick of them as you are.

So, how can you make your sales pitch email different?

In this chapter, we're going to do a deep dive into the topic of cold sales pitch emails. By the end, you'll know all about:

- The key to writing a sales pitch email that won't fail

- 
- 8 sales pitch email subject lines to start with
  - How to close a sales pitch through an email
  - 9 sales pitch email examples that take your cold emails to the next level

## **The key to writing a sales pitch email that won't fail**

Why do most cold email sales pitches suck?

Because they're not relevant enough for the person receiving the email.

This is the single most important factor in the success of your sales pitch email: focus on the recipient, not on your personal agenda.

If you are thinking about...

- Hitting your quota
- Closing more deals
- Beating another rep on the [sales leaderboard](#)

...your email will reflect that. You will come off as arrogant, pushy, or desperate, which infinitely decreases your chances of a sale.

Instead, focus on how you can help the prospect.

As you construct your sales pitch email, consider the person you're writing to. If your company has [ideal customer profiles](#) set up, take a moment to consider these profiles.



<b>DEMOGRAPHICS</b> <ul style="list-style-type: none"> <li>▶ 30-50 years old</li> <li>▶ Marketing agency owner</li> <li>▶ Success at work measured by revenue</li> <li>▶ Uses LinkedIn and Facebook daily, in online groups for business owners</li> <li>▶ Searches for new products by asking other business owners</li> </ul>	<b>COMPANY</b> <ul style="list-style-type: none"> <li>▶ 50 employees</li> <li>▶ Marketing industry</li> <li>▶ Main customer base: Local businesses</li> </ul>	<b>GOALS</b> <ul style="list-style-type: none"> <li>▶ Increase revenue by 10%</li> <li>▶ Expand customer base to bigger businesses</li> </ul>
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When you focus on helping the recipient achieve their goals or solve their problems, your cold emails will sound genuine, empathetic, and friendly.

That's how you win people over.

**Pro tip:** Don't have ideal customer profiles set up yet? Take a look at our interactive guide [Profiler: Ideal Customer Profile Kit](#) for customizable templates, a getting-started checklist, and more!

Wondering how to start a sales pitch email?

## 8 sales pitch email subject lines to start with

The first thing your leads will see is your [subject line](#), so this is something you absolutely need to get right. Otherwise, leads won't even bother opening your email.

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The key is to make sure your subject line is catchy without being clickbait-y. Make sure you can follow up on whatever you promise, and that whatever you choose to include isn't misleading.

Want to see what a good sales pitch email subject line should look like? Here are 8 examples to start you off:

### **1. "We can help!"**

Immediately, this subject line focuses attention on the prospect. It's short, catchy, and doesn't hide its intentions.

Of course, this subject line will only work if you can actually help your prospect, so make sure to do your research first!

### **2. "X steps to achieve [goal]"**

With this subject line, relevance is key. You need to have deep [customer intimacy](#) to know what kind of goals they're trying to achieve. And of course, the goal you mention in your subject line must be directly related to your solution.

In the email body, include some steps that help them achieve that goal, and mention your solution as a step in the list. This proves you're willing to go the extra mile and offer value to your leads first.

### **3. "[mutual acquaintance] suggested we reach out"**

Mentioning a mutual connection is always a good idea.

This shows the lead that you are a real person. Plus, the fact that you know someone in their network sets their trust level a little higher. Building a genuine connection gets you that much closer to winning the deal.

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#### **4. “How happy are you with [tool they’re currently using]?”**

This sales pitch email subject line shows that the email is specifically for this person. This kind of non-creepy personalization shows you know what they’re currently using, and you’re ready to hear if they’re not happy with it. Your email body can then talk more about how your solution is better than the competition.

#### **5. “Imagine what it would be like if [problem they have was solved]...”**

Again, relevance here is key. What are the main problems your leads are facing right now? Was there a major change in the industry or an event within the company that is causing issues?

By using the word ‘imagine,’ you’ll automatically spark curiosity, and leaving the ellipses at the end of your subject line is basically beckoning them to open your email and find out more.

#### **6. “[Problem]? Let us help you out.”**

Digging into real problems your leads are facing is a great way to make your email subject line stand out. This subject line also combines the direct intention to help with a specific problem the lead could be facing.

#### **7. “[Their company] + [your company] = \$\$\$”**

Simple. Concise. Powerful.

This subject line leaves no doubt of its purpose but draws readers in to see how exactly you’ve come up with this formula.

If you want to have some fun with your sales pitch email, replace the \$\$\$ with an appropriate emoji that adds meaning to how the combination of your company and theirs produces real value (other than revenue).

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## 8. “You know you’re a [role] when...”

People love to feel understood, and they love to be part of a ‘tribe.’ That’s why articles with titles like “10 memes only sales reps will get” or “15 signs you’re a startup founder” are so popular.

This subject line harnesses the power of being part of a tribe. (Just make sure the rest of your email is 100% relatable to the role or situation you’ve referenced in the subject line.)

Now that you know how to create a subject line that works, how should you close your sales pitch within the email body?

## How to close a sales pitch through an email

The way you end your email is just as important as how you start it.

The goal of your subject line is to get people to keep reading. The goal of the close is to get people to respond.

So, how can you encourage people to respond to or at least engage with your emails? Let’s discuss 5 specific ways to close your sales pitch email:

### 1. Give one simple, clear call to action

What is the goal of this email? How do you expect leads to respond?

Maybe you want them to:

- [Book a meeting](#) with you
- Start a free trial of your product
- Answer a quick [qualifying question](#)

- 
- Click a link
  - Refer you to a [decision-maker](#) at the company

Any of these options are fine. The point is this: you must choose only one.

The easier it is for leads to respond, the more likely they are to do so.

Before starting your email, choose one specific goal you would like to achieve. Frame your email towards that goal, and end with a clear CTA at the end.

Make it absolutely clear what the reader must do to continue the conversation.

## 2. Offer a multiple-choice response

What's even easier than typing out a response?

Having a response already written for you.

That's the power of what we call the [1, 2, 3 sales pitch email](#). Using this framework, we were able to increase our cold email response rates by 457%.

Here's what it looks like:

Hey Elon,

My name is Steli and I'm the CEO at Close.

We've realized that most sales managers like yourself often experience one of three problems:

1. You don't have enough leads.
2. You don't have good quality leads.
3. You lack predictability for your funnel.

Choose which applies to you and reply with the number. I'll send you something to help fix the problem.

Thanks,  
Steli

☐ If no reply in 1 week then remind me to follow up

Send Send Later Save Draft

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With this format, all your lead needs to do is reply with a number, and they get something of value in return.

### **3. Harness the power of the P.S.**

One does not simply skip the P.S. of an email. It's there, teasing you. It's practically calling your name. Who can resist reading that?

In fact, [one study showed](#) that 79% of people read the postscript of an email before they read anything else.

While a P.S. may not be appropriate in all of your sales pitch emails, your leads are almost guaranteed to read it, so use it wisely.

A P.S. is also a versatile tool for your sales pitch emails. You can use it to:

- [Create urgency](#) by mentioning a timing restraint on a deal
- Add a personal note referencing something about this lead
- Restate and rephrase your CTA
- Include a valuable resource or article on a related topic

### **4. Level-up your email sig**

Is your email signature working for you? Or is it just an afterthought at the end of your sales pitch emails?

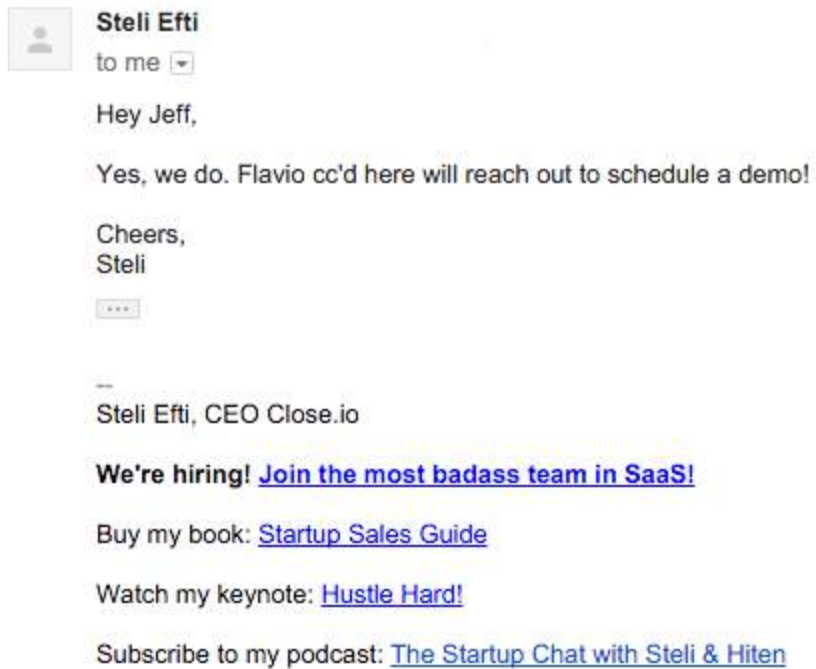
Remember, your sig is another place where you can add value, CTAs, or context for this lead.

Best of all, it's easy to spice it up. For example, you could:

- Add a link to sign up for a free trial of your product

- 
- Include a picture of yourself
  - Include your brand logo
  - Add a link to a relevant resource

Here's what [my signature looks like](#):

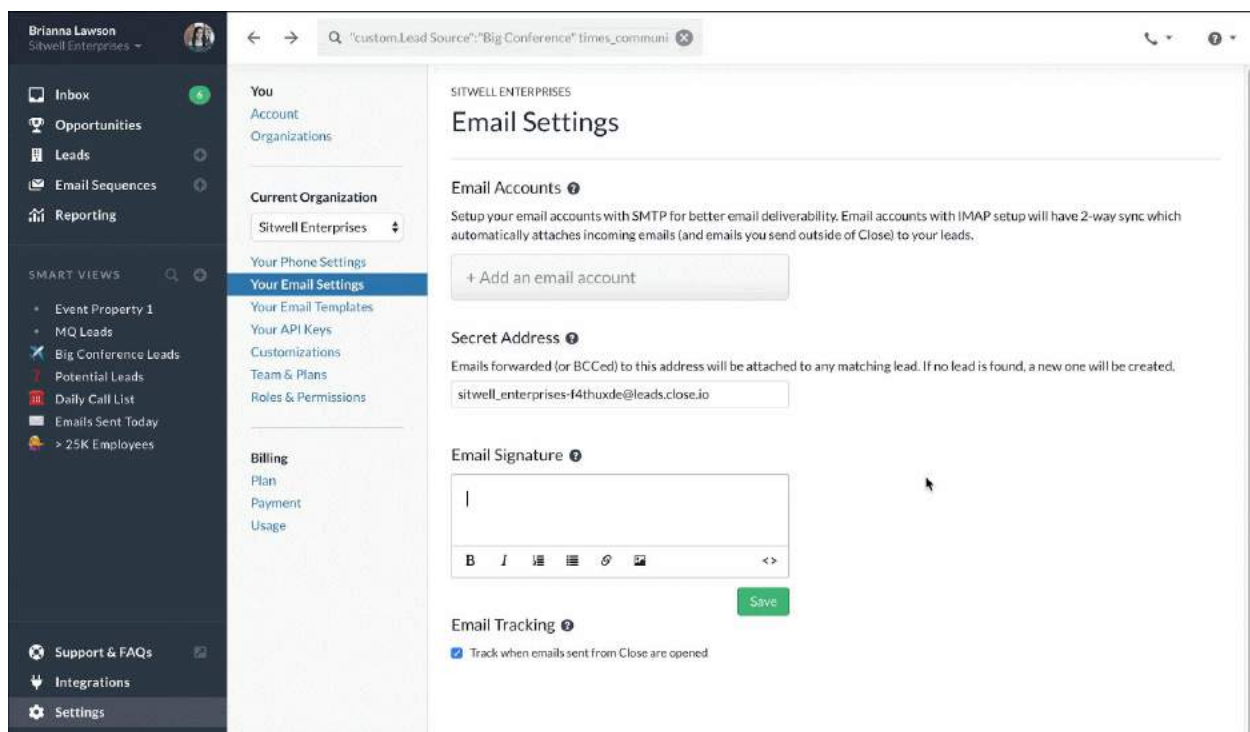


Here's another example:



Jessica's sig packs in a lot of information while still being visually appealing. Her smiling face makes the whole email more personable, and the valuable link (Request a demo) could actually draw new leads without any extra effort.

Make your email signature work for you by adding some spice to it. This is super easy to do in Close CRM: Just go to Settings > Your Email Settings > Email Signature:





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## 5. Prep for follow-ups

In many cases, a cold sales pitch email doesn't get a response.

But that doesn't mean it's time to throw in the towel.

In fact, many times the issue is simply timing. Your lead may be very interested in your product, but your email has arrived when they're in a meeting, making calls, or busy with an important project.

That's why you need to prep for [follow-up emails](#).

The goal of your follow-ups is to find the right time. A schedule we use to send cold email follow-ups is:

- Day 1
- Day 2
- Day 7

Try different times on these days and see if you can nail the right moment for your lead to respond favorably.

**Pro tip:** Want to save even more time? Set up [automated email sequences](#) in Close that can be personalized to each individual lead. Still not using Close CRM? Give us a spin with a [14-day free trial](#), no credit card required!

---

## New Email Sequence

Cancel Save

Email Sequence Name

Post Conference Follow Up

Step 1 • Day 1

Send immediately ⌵ ⓘ

Post Conference - 1 - Schedule demo

SUBJECT: Remember me?

Remember me?

Edit Template

Hey {{contact.first\_name}}.

It was great to meet you at the Conference last week. When we met at the booth, you asked me to follow up to schedule a product demo.

Does 2PM tomorrow afternoon work for you?

+ Add Another Step

Sending Schedule

## 9 sales pitch email examples and templates to take your cold emails to the next level

Ready to see what a good sales pitch email looks like in real life?

Check out these good sales pitch email examples and templates and see what you can copy into your own cold emails:

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## 1. Cold email template from Close

Hey [first name],

I hope this email finds you well! I wanted to reach out because [explain how we got their contact information and how we relate to them: talked to a colleague, saw your company online, etc.].

[Name of company] has a new platform that will help (your team at) [organization name]. [One sentence pitch of benefits]. We do this by:

- Benefit/feature 1
- Benefit/feature 2
- Benefit/feature 3 (optional)

Let's explore how [name of your software] can specifically help your business. Are you available for a quick call [time and date]?

Cheers,

This template is easy to scan and see exactly what it's about. It digs directly into the benefits for the recipient, showing they're focused on providing value, not 'selling'.

Type: Template

How to model your cold emails after this: Always focus on the needs of your audience. Give them something of value, and they'll be more likely to respond.

**Pro tip:** Want more templates, tips, and expert strategies for your cold emails? Download our free resource, [Cold Email Hacks](#), and learn how to

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find email addresses, how to get people to respond, how to test and optimize your cold emails, and more.

## 2. Video demo cold email pitch



Bryan is reaching out to sell his video blog services. This email shows that extra level of interest in the lead by including a demo of the offering: A custom-made video based on this lead's post.

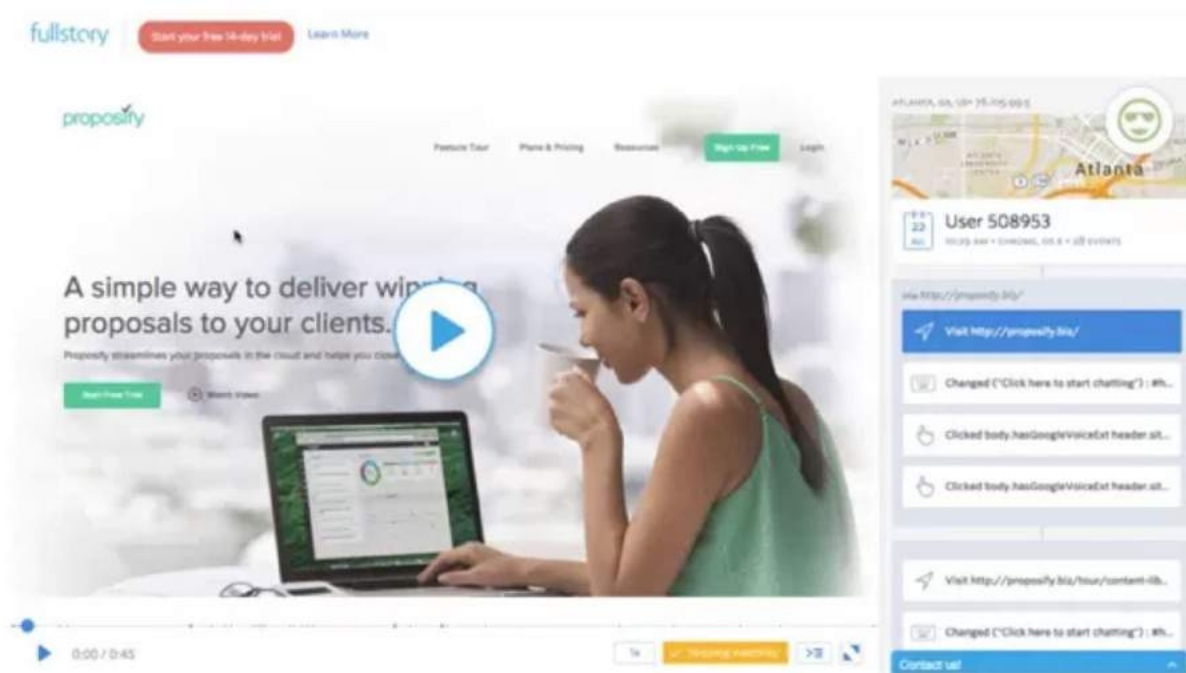
Type: Example

How to model your cold emails after this: Never be afraid to go above and beyond to personalize your offering to the prospect. This email certainly stands out from the crowd, and yours can too.

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### 3. Teaser sales email pitch

Kyle, I wanted to give you a quick shout to introduce you to FullStory, a new tool that helps companies understand customer experiences like never before. The easiest way to get a feel for FullStory is to check out the 30 second demo of me interacting with your site:



[FullStory Session Playback for Proposify.](#)

Want the FullStory? You can take it for a [two week free trial](#) or shoot me a message if you have any questions.

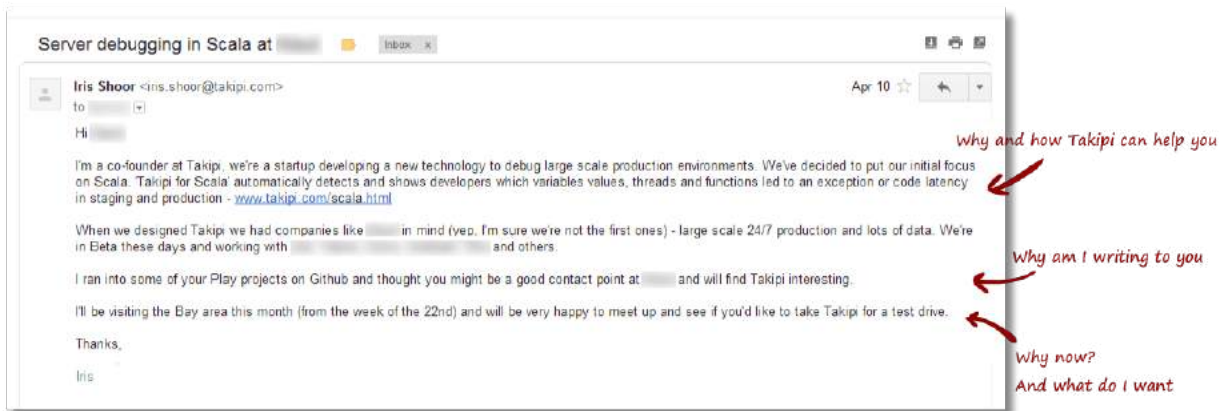
Happy Watching!

In just a couple of sentences, this email tells the prospect exactly what they're offering, and gives them a good reason why they should care. More than that, it shows exactly what's possible with their software by including a video demo.

Type: Example

How to model your cold emails after this: Cold email sales pitches do not need to dive into all the features of your product. Condense your message to its essentials, and add something that captures the attention. Remember that the point of this email is to draw them in for the next step, not sell them here and now.

## 4. Deep and personal



Iris uses this sales pitch email to show she's done her homework. Right from her subject line, she talks the language of the prospect, shows she knows they're using Scala, and mentions a project of theirs that she saw on GitHub.

Type: Example

How to model your cold emails after this: Super-personalize your emails with the research you've done about the company, the software they currently use, and other relevant info.

## 5. Real-world-speak sales pitch

On Wed, May 21, 2014 at 12:12 AM, Sam Parr <[sam@samparr.com](mailto:sam@samparr.com)> wrote:

Mister Rick,

How the heck are ya? I've been a big fan of yours ever since I saw you speak about turning down a \$200,000 job at Fisher Scientific to start a company with \$20,000 in the bank and no income for 10 months...so badass.

Anyway, I was wondering if you'd be interested in being a headline speaker at [HustleCon](#), an annual startup conference focus on nontechnical startup founders. I'm not sure if you're hiring at BranchOut and would like a recruiting booth at the event or just wanna spread the Marini gospel, but I'll do whatever it takes to make speaking at HustleCon worth your time and easy for you.

I can give you a more in depth run down if you'd like, but here's the gist of it:

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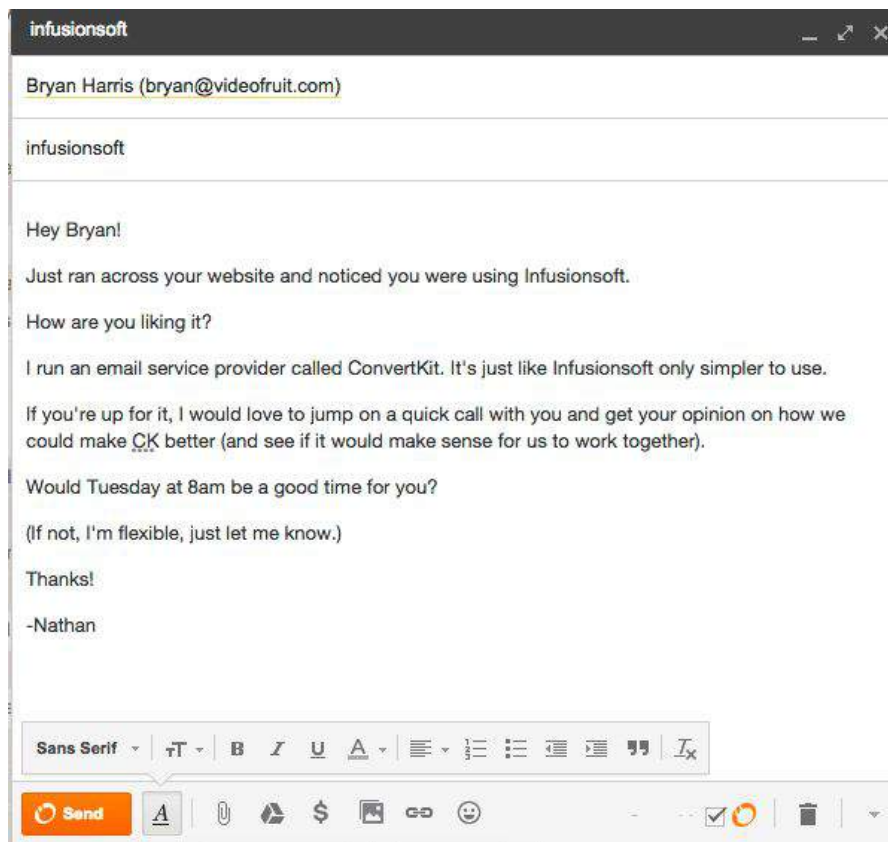
Sam was doing cold outreach to book speakers for his conference, Hustle Con. In this email, Sam writes like he talks, which is absolutely essential to writing a sales pitch email that stands out from the crowd.

Type: Example

How to model your cold emails after this: Write your email like you talk. An authentic voice will automatically stand out from the drivel that fills your prospects' inboxes on a daily basis.

**Pro tip:** Record yourself speaking your sales pitch out loud, and copy that text into an email: That way, it'll sound more natural and authentic.

## 6. Pointing to the benefits



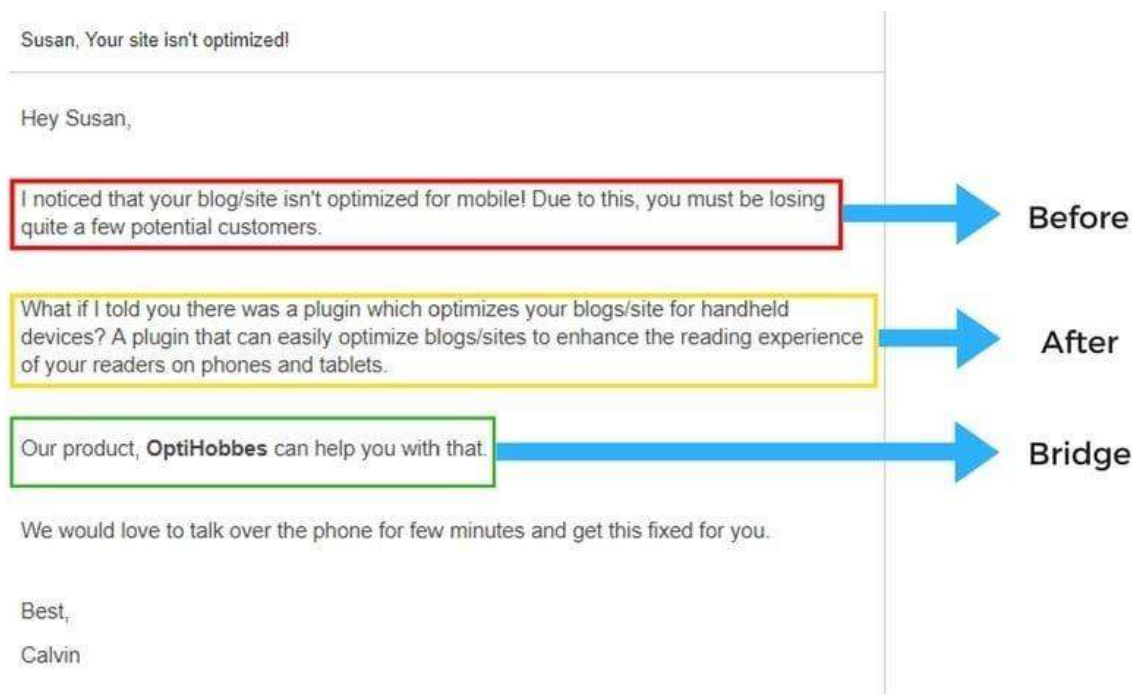
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Instead of explaining what the solution actually does, this example uses one sentence to point to a competitor and give a clear benefit of his offering.

Type: Example

How to model your cold emails after this: When you know your prospect is working with a competitor, there's no need to give them a rundown of what your product does. Instead, show them what your product does better.

## 7. The BAB technique



The before-after-bridge technique is a common method used in advertising. But this example shows it can also be used in your sales pitch. This email gives a glimpse of what life could be like after implementing their solution, creating a powerful call to action for the lead.

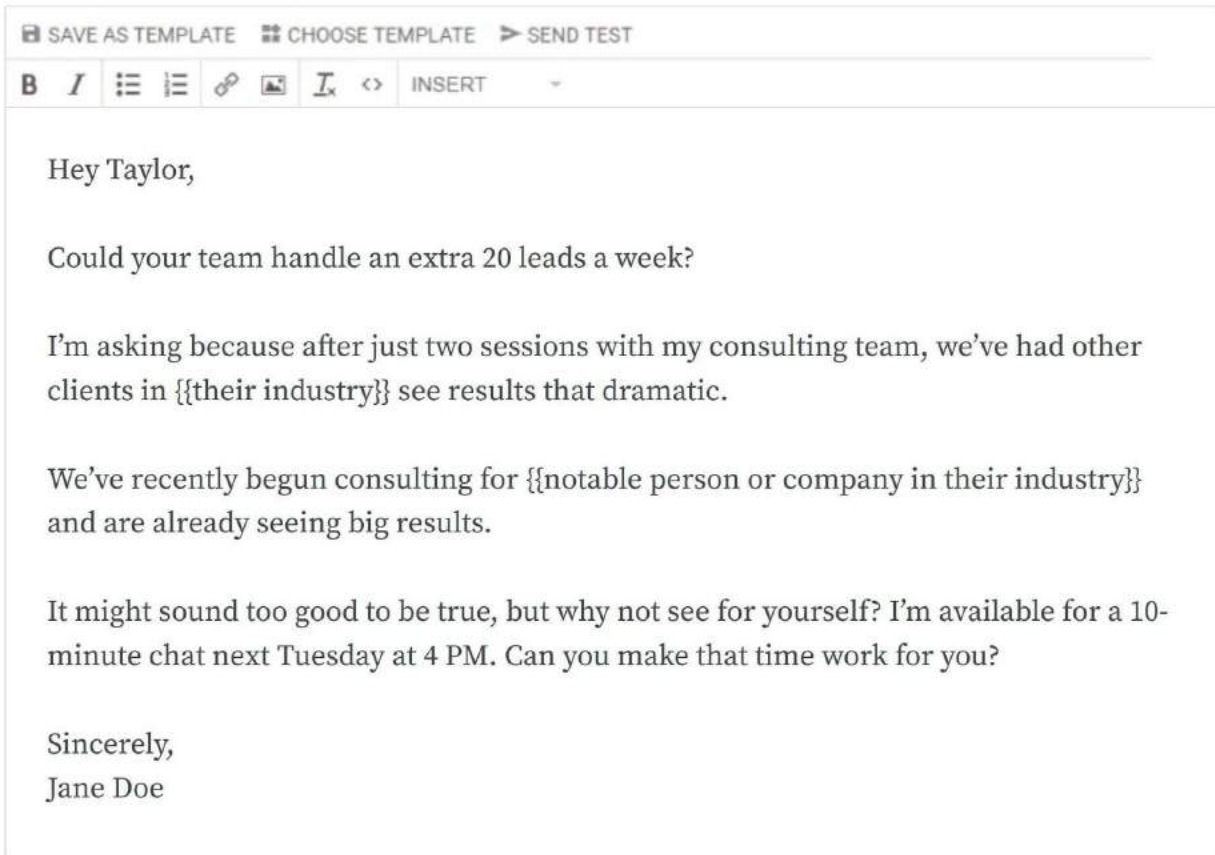
Type: Example



---

How to model your cold emails after this: Explain the problem before, show prospects what the 'after' could look like, and position your product as the bridge that leads them there.

## 8. [The AIDA email pitch](#)



The screenshot shows an email editor interface. At the top, there are three buttons: 'SAVE AS TEMPLATE', 'CHOOSE TEMPLATE', and 'SEND TEST'. Below these is a toolbar with icons for bold (B), italic (I), bulleted list, numbered list, link, image, text color, and background color, followed by an 'INSERT' dropdown menu. The email body contains the following text:

Hey Taylor,

Could your team handle an extra 20 leads a week?

I'm asking because after just two sessions with my consulting team, we've had other clients in {{their industry}} see results that dramatic.

We've recently begun consulting for {{notable person or company in their industry}} and are already seeing big results.

It might sound too good to be true, but why not see for yourself? I'm available for a 10-minute chat next Tuesday at 4 PM. Can you make that time work for you?

Sincerely,  
Jane Doe

The [AIDA formula stands for:](#)

- Attention
- Interest
- Desire
- Action

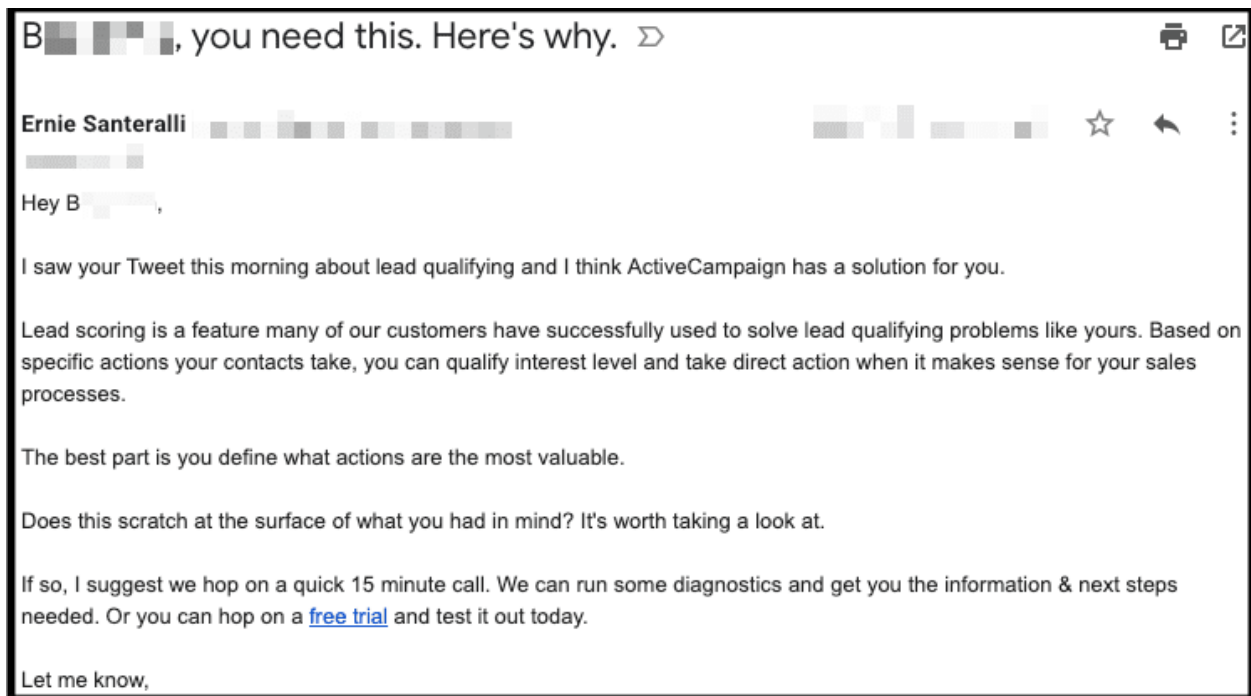
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This is a powerful formula for both marketing and sales, and is used well in this email template. With that first question, this email directs the reader's attention to the end result of using the product without even mentioning it.

Type: Template

How to model your cold emails after this: The AIDA formula is a classic technique for one good reason: It works. Each line builds on the next until you have aroused enough interest in your prospect to get a solid response.

## 9. [Referencing a Tweet](#)



This email offering ActiveCampaign as a solution for this prospect has a direct reference to a Tweet the prospect posted. It identifies a relevant problem and shows the reader how ActiveCampaign's process is different (and why that matters to them).

Type: Example

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How to model your cold emails after this: Referencing a problem that your prospect has posted about on social media is a stellar sales method. Granted, you may not get so lucky, but giving a quick look through their latest posts can also help you get in the right frame of mind to contact this particular prospect.

## **It's time to build a sales pitch email that sells**

Ready to write your own stellar sales pitch email?

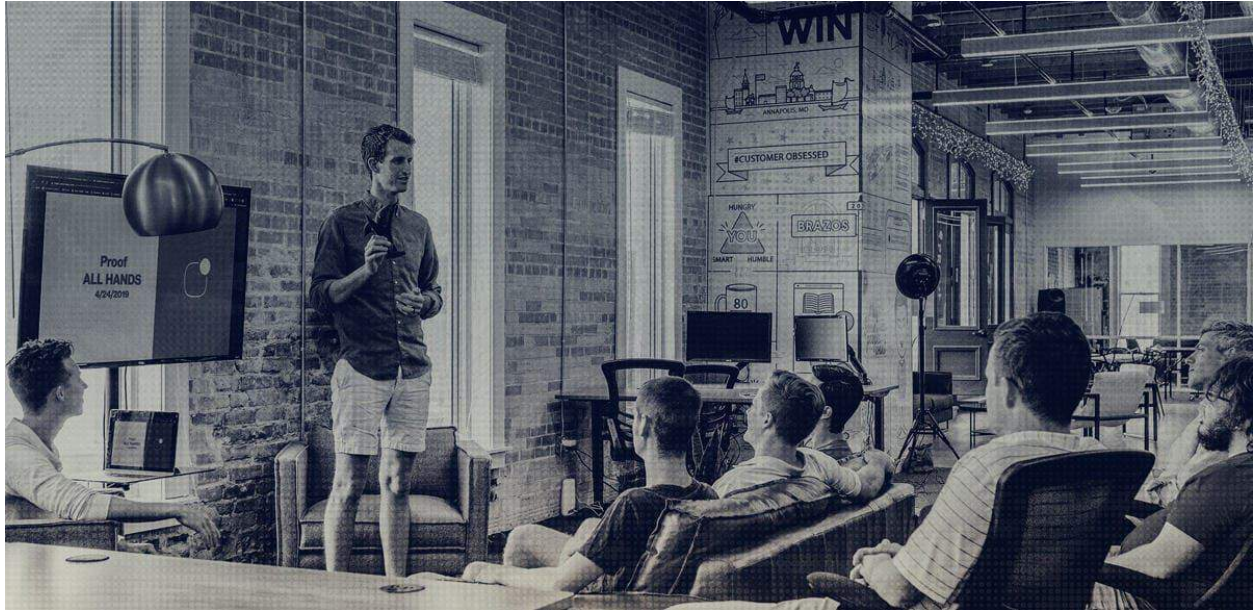
Remember the key to writing a cold email that sells: Focus on helping the recipient. Quickly show them what's in it for them.

When you do this first, everything else we've talked about falls into place.

And these [sales email tips](#) are just the beginning. Once you get a response from your fantastic new cold email, it's time to actually sell this lead on your product.

What's one way to do that? Creating a truly stunning sales pitch deck.

# How to build the best sales pitch deck ever in 6 simple steps



You've been working hard to sell this prospect. You've moved them down the pipeline, and now it's time to clinch the deal with a sales pitch deck that blows their mind.

You're going into that [sales meeting](#). The bases are loaded. Are you prepared to hit a home run?

The best sales pitch deck is a tool that knocks your sales presentations out of the park every time. But how can you create a sales pitch deck that really sells?

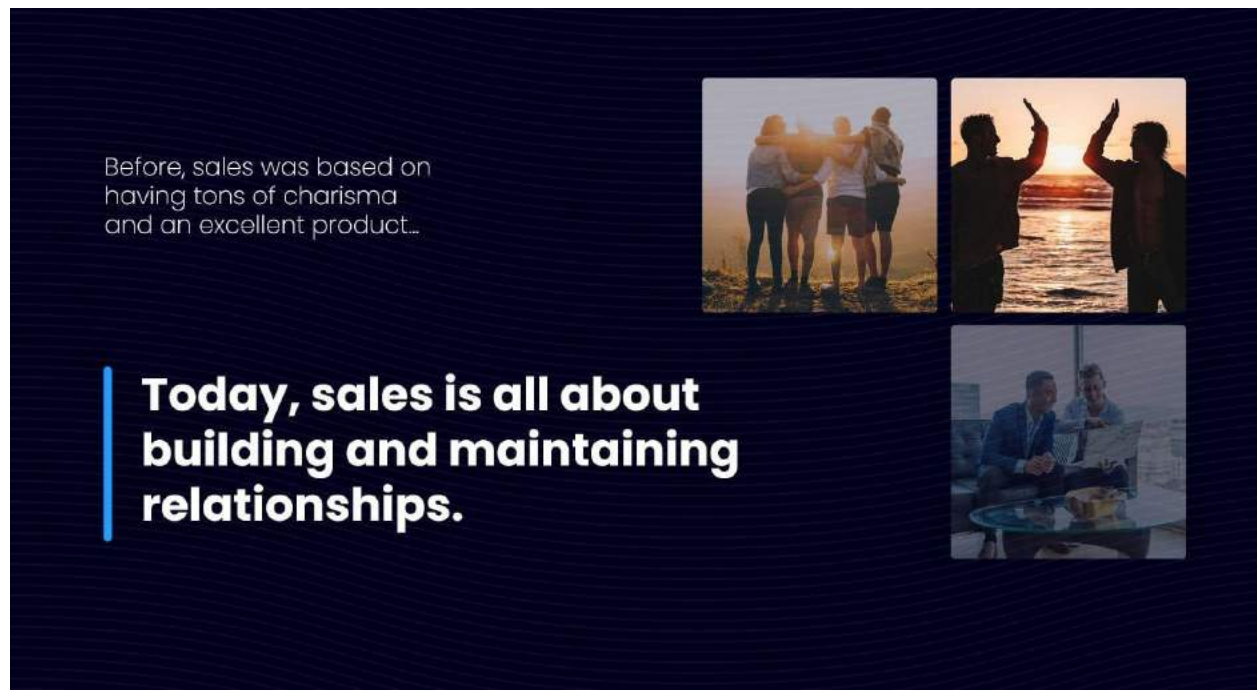
Keep reading. In this chapter, we're going to discuss:

- What is a sales pitch deck? (+ when & why do you need one?)
- Creating a sales pitch deck in 6 easy steps
- 6 sales pitch deck examples to model your pitches after

- 
- 9 pro sales pitch presentation tips

## What is a sales pitch deck? (+ when & why do you need one?)

A sales pitch deck is a presentation that answers two essential questions for your prospect: what are you offering, and why should they care? When done correctly, your sales pitch deck can help prospects see the real value of your product and convince them of the ROI of the purchase. It's a gateway to a productive sales conversation that leads to a closed deal.



So, when can you use a sales pitch deck?

There are plenty of different situations where a deck can amplify your message and bring context to the value your product offers.

In fact, sales pitch decks can be used at almost any stage of your [sales pipeline](#), including:

- 
- Prospecting and lead generation: At the early stages, a simple presentation that sparks curiosity can arouse the interest of new leads. For example, you can post a short, concise presentation on social media.
  - Discovery and qualification: [In a discovery meeting, a sales deck](#) can help you guide the conversation and add more meaning to your statements.
  - Sales meetings: At this stage, a sales pitch deck is here to present the features and benefits that will have the most impact on your prospect, and convince them to move towards a close.

Decks are also essential to a [startup investor pitch](#), and can even be created as an internal [sales enablement presentation](#) to help keep your sales messaging on track across the team.

Creating these different types of sales pitch decks will empower your sales team to reach their potential and sell in a way that's tailored to each situation.

Want to get a head start on creating the best decks for your team? [Download 6 high-performing sales deck templates](#) and adapt them to your own team and process:

So, what does it take to build a high-performing sales deck? Learn how to do it in 6 easy steps:

## **Creating a sales pitch deck in 6 easy steps**

Building your deck from the ground up? Here are 6 steps you need to take to build the best sales pitch deck ever.



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## Step 1. Use real customer research to find a key pain point

When you know who you're selling to, you can tailor your pitch to their needs and circumstances.

That's why, before anything else, you must do customer research before you start building your sales pitch deck.

Who are your customers? What kind of businesses do they run? What team does your main point of contact work on? What are the team or the company's main challenges? Which competitors are they considering? How does your product integrate with their current workflow?

To answer these questions, run customer interviews or send out a quick survey to your most successful customers. Here's an example of what that might look like from [SurveyMonkey](#):

The image shows a screenshot of a SurveyMonkey survey. It features three questions with various input fields and radio button options. The first question is partially obscured by a grey bar. The second question asks about the number of customers and has a text input field. The third question asks about market competitiveness and has five radio button options. The fourth question is partially visible at the bottom. A green progress bar at the bottom indicates '0 of 6 answered'.

2. How many customers does your company have currently?

3. How competitive is the market for your target customer?

☐ Extremely competitive ☐ Not so competitive

☐ Very competitive ☐ Not at all competitive

☐ Somewhat competitive

4. Does your product or service require a one-time payment or repeated payments?

0 of 6 answered

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The more intimate knowledge you have of your customers, the better prepared you are to develop a sales pitch deck that resonates with your target audience.

Specifically, try to get constructive answers to these two questions:

- What are their main needs/wants/challenges?
- How does your product solve those needs?

## **Step 2. Develop a narrative around your product**

Now that you understand the problems your audience is facing, it's time to build a narrative around that problem.

In most cases, a sales pitch deck will start with slides that focus on the problem and provide a solution.

So, what's the story of your product?

Your customer research is a great place to start with this narrative. What was life like before they started using your product? What were the day-to-day challenges that just couldn't be solved? Was there a shift in the industry that caused new issues for businesses?

Then, paint a picture of the solution. What could life be like after solving these issues? How would the prospect's day-to-day work life be affected? How would the team or company benefit?

After that, your story introduces its hero: your product.

By creating a narrative that explains the problems your prospects are facing better than they can, you'll prove your deep understanding of their needs. This builds trust and lays the groundwork for a relationship that will last.



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### Step 3: Decide on 3 key benefits to highlight

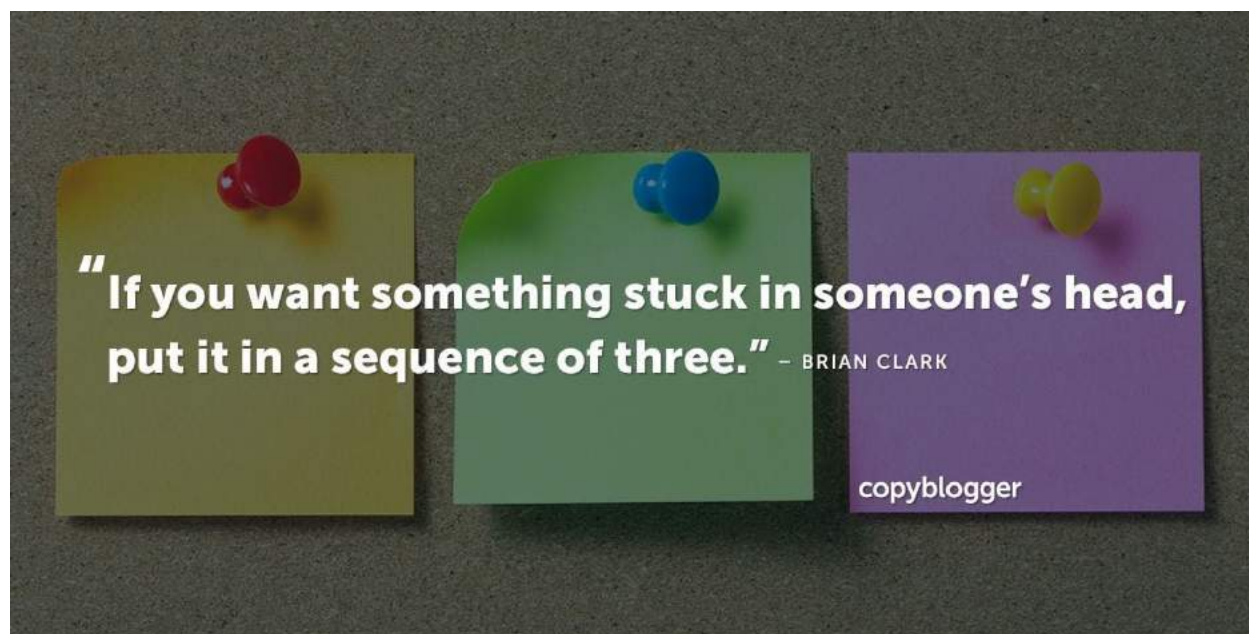
Three is a powerful number.

Of course, your product may be an entire toolshed of features that your customers can use to improve their lives and their business. But remember: your sales pitch deck isn't here to teach them the A to Z of your product.

It's here to make an impression and convince them to move forward in the sales process.

That's why choosing 3 main benefits is essential.

As [Brian Clark of Copyblogger said](#):



To help you narrow this down, pick the three features that your customers regularly rave about. Then, turn those features into benefits and add them to your presentation.

**Pro tip:** Want to really cement these three benefits into the prospect's mind? Don't just include them as a slide in your deck: use them as a quick

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summary at the end of your presentation to keep those benefits top-of-mind as prospects walk out of the meeting.

#### **Step 4: Choose your most powerful proof**

Everyone loves using social proof. It's spattered across SaaS homepages, wandering across our daily blog reading, and practically taking over our Instagram feeds.

In other words, what was once a powerful tool for trust has become just more background noise to your customers.

So, how can you include social proof that stands out and makes a clear point?

The best sales pitch deck uses social proof that is relatable.

For example, if you're pitching to a small business owner, featuring a customer quote from P&G may actually turn them away from using your product. Because, while it's cool that you have P&G as a customer, they're instantly doubting whether your product is ideal for a small business like theirs.

So, if your pitching to a startup founder, feature a use case and testimonial from another customer that's a startup founder. If you're pitching to a restaurant owner, feature a quote from another restaurant owner that loves your product.

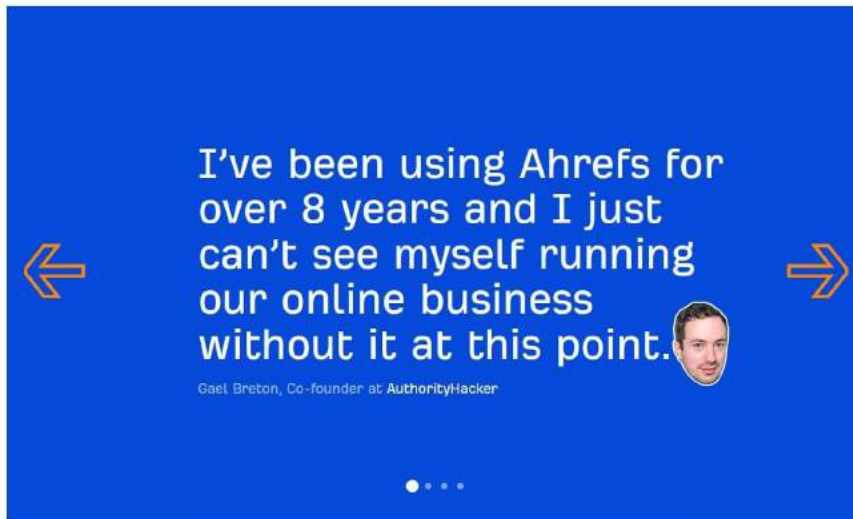
SEO software [Ahrefs](#) does a fantastic job of this on the product homepage, featuring different testimonials divided by the type of customer:

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You're ☆ gonna  
love Ahrefs ☆

From aspiring bloggers to global multinational brands, everyone turns to Ahrefs to grow their search traffic.

Pro SEOs / Content marketers / Bloggers / Agencies / SaaS / Ecommerce



Use this same principle in your sales pitch decks. Whenever possible, feature social proof from customers that are part of this prospect's tribe. They'll automatically feel better understood and more confident about your product for their company.

### **Step 5: Use a sales pitch deck template that is tailored to you**

No, it's not cheating.

Using an effective sales pitch deck template is a great way to get a head start on your deck and make it truly appealing to your prospects.

But just remember these two essential keys to make a success of your template:

First, personalize the template as much as possible. Any self-respecting sales pitch deck template should be customizable, so change the fonts and colors and

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replace any stock pictures with your own. Otherwise, your prospects might notice that your sales pitch deck is awfully similar to the competition's deck.

Second, use a template that's based on your industry. The way you present your product as a B2B company may be completely different from the way a SaaS company pitches. Also, different types of sales pitch decks work better for different situations.

That's why we built [Pitch: High Performing Sales Deck Templates](#).

Get your free download now to have access to 6 beautifully designed and fully customizable sales deck templates.

### **Step 6: Make it visually relevant to their brand**

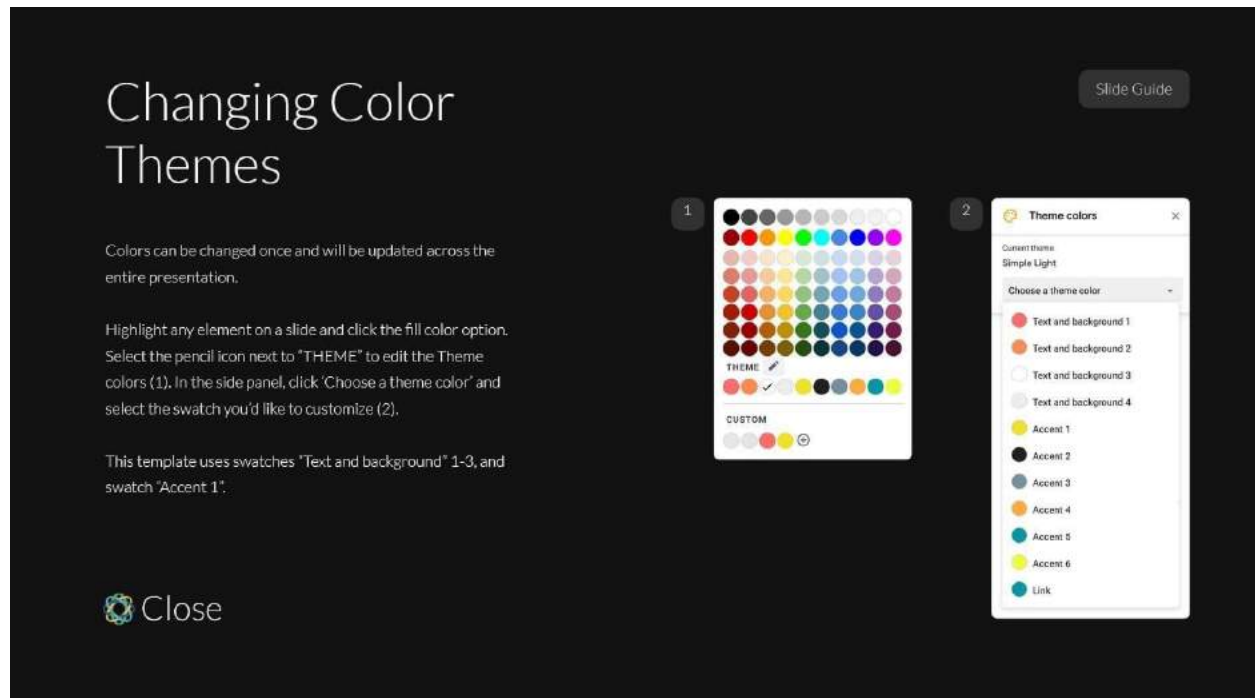
This last step can turn your sales pitch deck into something even more desirable for your prospects.

Your customers have probably seen decks from other reps with their logo in the corner.

Want to make your sales pitch deck stand out? Build it in the colors of the brand you're selling to.

This frames your message as if it's coming from the inside, not from an external source. And, it helps you present the message in the voice of your customer.

With the sales pitch deck templates we mentioned above, it's actually super easy to adjust the colors throughout. (We even include simple instructions within the decks to help you customize them to your own style and needs!)



(Don't forget to [download your free pitch deck templates here.](#))

Want to see even more examples of what a good sales pitch deck should look like?

## 6 sales pitch deck examples to model your pitches after

Sometimes, the best way to learn is by example.

See what top B2B and SaaS companies are doing with their sales pitch decks, and swipe the best ideas for your next sales presentation:

### 1. [Shift in the market from Zuora](#)

Industry Focus: B2B

In this deck, Zuora highlights a drastic shift in the market, shows the impact for companies who adapt well, and then uses real customer testimonials to show why

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their product is the solution. By telling a story, this deck captures attention and holds it to the end.

## **2. Finding Waldo with LeadCrunchAI**

Industry Focus: SaaS

Again, storytelling is essential here. This deck also starts by describing a market change and leans in to the opportunities available. Then, in 6 simple slides, it explains a complicated product in simple terms (and the use of Waldo makes this even more relatable).

## **3. Problem, solution from ReCheck**

Industry Focus: SaaS

This deck doesn't mince words: it gets right into the meat by explaining the problem and providing a clear solution. For a simple product, this kind of simple sales deck is perfect.

## **4. Proof in the data from Snapchat**

Industry Focus: B2B

Snapchat shows the power of their ads with this easy-to-digest deck. It includes powerful data, bright colors, and excellent testimonials.

## **5. Totally relatable from ProdPad**

Industry Focus: B2B

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This is a deck that gets the prospect to say, "Wow, that's me!" By telling a story the prospect can relate to, this deck does an excellent job of getting on the same side and showing what's possible if the prospect uses their product.

## **6. In the mind of the prospect with Immediately**

Industry Focus: B2B

Instead of using hard data to prove the value of their product, Immediately takes that data and turns it into the thoughts of their audience (sales reps). This adds a bit of humor to their very relatable deck, and shows what real-world impact their product has on the daily workload of a customer.

## **9 pro sales pitch presentation tips**

Now, your best sales pitch deck is ready to unleash its power on your prospect. But how can you present your deck successfully?

Here are 3 pro tips you need to follow:

### **1. Create conversation**

Your sales pitch deck isn't here to replace the conversation. It's here to help guide the conversation and add context and meaning to what you're saying.

So, use your presentation as a conversation, not a monologue.

While you will probably do most of the talking in this meeting, remember to [ask questions](#) throughout. Build context around your value points by talking about the specific pains that they're facing, then digging into how your product will solve their problems.

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By asking questions, you can keep your prospects engaged throughout the presentation. This is especially important when you're giving a [remote sales presentation](#), since it's easier for the prospect to be distracted.

## **2. Send your sales pitch deck before the meeting**

But wait, doesn't that defeat the purpose of actually giving your sales presentation?

Not necessarily.

In fact, sending your sales pitch deck before you go into your meeting can accomplish a few interesting things:

- Whets the appetite of your audience by giving them a sample of what you'll discuss in your meeting (but saving the best parts for your actual meeting)
- Gives your prospect the ability to see what topics will be covered during the presentation, and prepare any questions they might have
- Helps everyone keep in mind a clear agenda for this meeting

So, while it may seem a bit backwards, sending your presentation beforehand can actually help your prospects stay focused and keep your sales meeting on-schedule.

## **3. Create a deck for stakeholders to read later**

While it's true that it's [best to sell to decision makers](#), that's not always the first person you talk to at a company. Especially when [selling to enterprise companies](#), it's hard to get all the stakeholders and decision makers involved in your sales pitch meeting.



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So, create a sales pitch deck that stakeholders and decision makers can peruse later. This deck may include more text than a deck you're presenting in-person (or online), since the point is that it be easily understood by stakeholders who are going through it on their own.

Also, if an internal champion is presenting this information to higher-ups, they can use this deck to present ideas succinctly and with the right messaging.

Read more of our tips to give effective sales presentations, such as:

4. Adapt your script and presentation to the prospect
5. Open with your biggest selling point instead of saving it to the end
6. Ask open-ended questions
7. Build context around your biggest selling points and value differentiators
8. Never talk price before value
9. Spend less than 10 minutes presenting

[Dig into those expert sales presentation tips here!](#)

## **Build your best sales pitch deck**

Giving a sales presentation may get your heart pumping. But when you're using a sales pitch deck that's high-powered and follows a proven formula, you'll be well equipped to knock this presentation out of the park.

Throughout this guide, we've given you clear examples and templates to learn from and imitate. Ready for a whole truckload more?

## 14 undeniably good sales pitch examples proven to close deals fast



Sometimes, the best way to learn something is by following the successful examples of others.

That's why, if you want to take your [sales skills to the next level](#), you should spend some time studying the examples of top salespeople who have come before you.

In this guide, we've shown you how to build a sales pitch and turn it into a script for cold calling, or a sales pitch email. We've also given you steps to get out of a rut with creative sales pitch ideas, as well as templates for a fantastic sales pitch deck.

Now that you have a solid foundation, it's time to improve the caliber of your sales pitch by learning from sales pitch examples that were truly successful.

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## 14 persuasive sales pitch examples that successfully blow the socks off their audience

No two sales pitches are alike: and each salesperson is different.

That's why we've selected a variety of sales pitch examples based on the sales type, industry, and pitch style of each individual.

Take the key elements from these examples, but remember to build your pitch with your own individual style and personality.

Ready to dig in?

### 1. [Sales elevator pitch example from Chris Westfall](#)

Sales type: Phone or in-person

Industry: B2B

Resource type: Video

Pitch style: Creative

Chris uses a question to get the prospect to agree with him before he even begins his pitch. To imitate this style, state an undeniable truth to get prospects on your side, then [follow it up with your pitch](#).

### 2. [Willy Green's Party on Demand investor pitch](#)

Sales type: Startup investor pitch

Industry: B2C

Resource type: Video

Pitch style: Energetic

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This pitch jumps into the prospects' pain points with a relatable narrative that leads smoothly into the pitch. While not everyone can pull off Willy Green's energetic style, you can learn from the way his sense of humor and relatable voice speak to his audience.

### **3. 20-second benefits pitch from G2Crowd**

Sales type: Phone or in-person

Industry: B2C

Resource type: Video

Pitch style: Fast

Software review site G2Crowd has some great features, but that's not what this convincing sales pitch is about. Instead, this pitch focuses entirely on the benefits for the end-user, making it extra-relevant for potential users.

### **4. Why water from charity: water**

Sales type: Phone or in-person

Industry: Non-profit

Resource type: Video

Pitch style: Relatable

This pitch starts with a question: what's the first thing you did when you got up this morning? With that simple question, prospects are drawn into the pitch and follow the story along until they're convinced by its message.

### **5. Invitation to imagine**

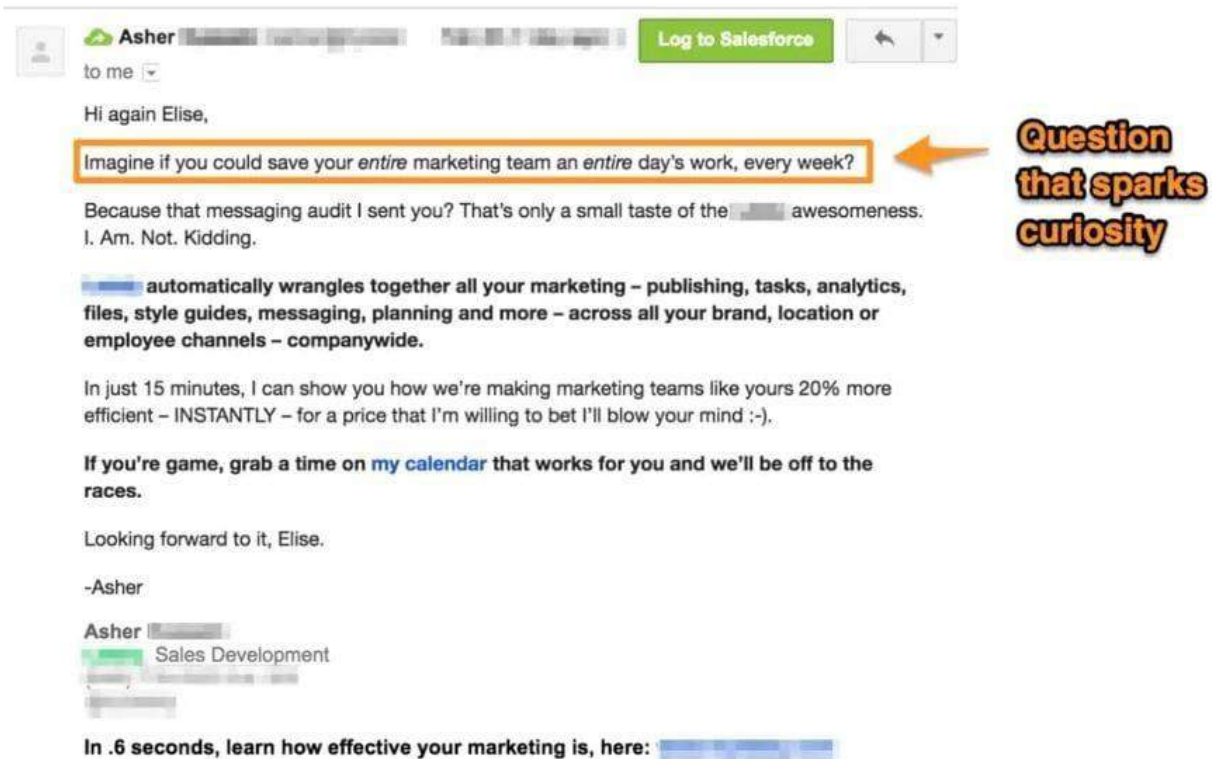
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Sales type: Email

Industry: B2B

Resource type: Image

Pitch style: Relatable



Want to pique curiosity? Start your pitch with a question. By asking the reader to 'imagine,' this cold email sparks interest in the reader. Not only that, but each sentence that follows encourages them to keep reading to the end.

## [6. Two-sentence pitch from Hipmunk](#)

Sales type: Phone

Industry: B2B

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Resource type: Article

Pitch style: Fast

**“Hey. We can lower your distribution costs. Let me know who to talk to.”**

This two-sentence pitch got Hipmunk CEO Adam Goldstein a 15-minute meeting with a United Airlines exec, which led to a serious deal that put Hipmunk on the map. That's the power of a short pitch that's well-crafted.

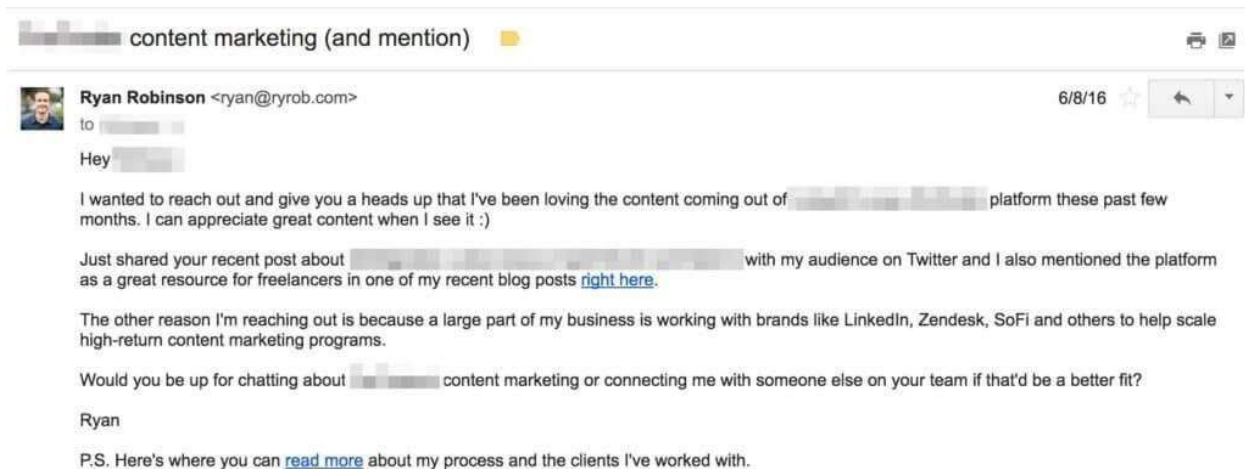
## **7. Direct email pitch from Ryan Robinson**

Sales type: Email

Industry: B2B

Resource type: Article

Pitch style: Well-researched



This sales pitch email starts by establishing common ground: Ryan has done his research and it shows. Next, the pitch itself takes one sentence to explain exactly what he's offering and who he is currently working with. With this simple cold email, Ryan landed a \$10,000/mo retainer contract with the company.

**Pro tip:** Want to upgrade your current cold email strategy? Download our free resource, [Cold Email Hacks](#), to learn how to generate new leads, find emails, and write fantastic cold emails that get real responses.

## 8. [Show, don't tell sales pitch from Scrub Daddy](#)

Sales type: Investor pitch

Industry: B2C

Resource type: Video

Pitch style: Energetic

This pitch sticks to the "Show, don't tell" method by giving a quick and easy demonstration of the product. While the product does the work, Aaron's first sentence also gives a clear description of what he's offering and its benefits. This

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pitch earned Scrub Daddy a \$200,000 investment, and the [company went on to make more than \\$50 million in sales](#).

## **9. Selling the experience from Mark Cuban**

Sales type: Phone

Industry: B2C

Resource type: Video

Pitch style: Creative

This pitch was born from the impossible task of selling tickets to a basketball team that everyone hated. Yet, instead of focusing on what he was selling, entrepreneur Mark Cuban pulled at the emotional strings of his audience to sell the experience they couldn't get anywhere else and started cold calling.

**Pro tip:** Want to ramp your cold call efficiency? Double your outbound call volume without leaving the CRM using [Close's powerful calling features](#). Still not using Close? [Sign up for a free 14-day trial](#) and see what this sales-forward CRM can do for your team.

*"After moving our team to Close's built-in Power Dialer, we saw a 60% increase in outbound call volume and 28% increase in outbound call duration." - Sarah Haselkorn, Head of Sales at MakeSpace*

## **10. Selling with your current customers**

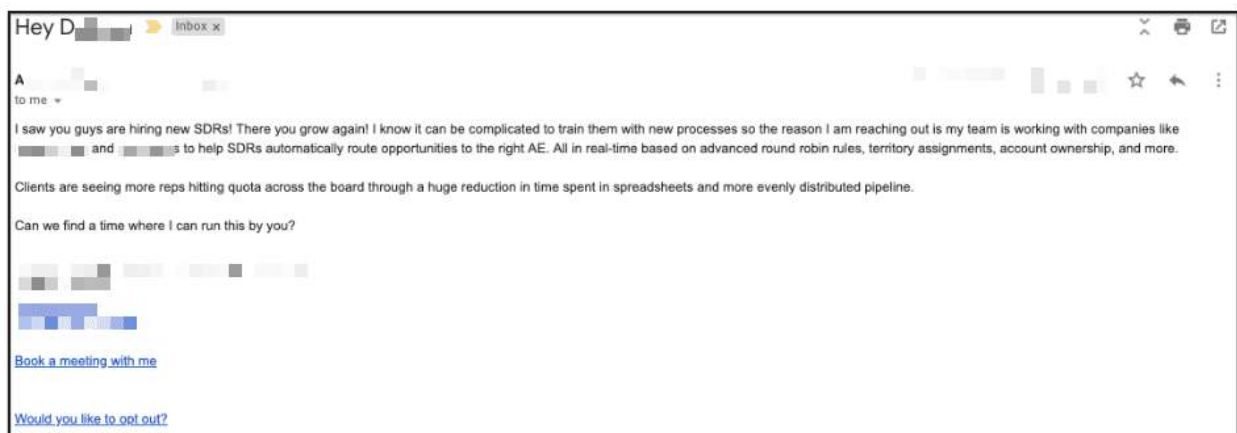
Sales type: Email

Industry: B2B

Resource type: Article

Pitch style: Well-researched





This sales pitch example shows how research can be used in practice. In just three sentences, this cold email pitch establishes that the rep has done their homework, understands the problems the prospect is facing, and is already solving those problems for similar companies.

## 11. 1-minute sales pitch with Matt Macnamara

Sales type: In-person

Industry: B2B

Resource type: Video

Pitch style: Fast

In just 60 seconds, Matt takes the prospect through the process of imagining their dream office and seeing the reality of how it can come true. Instead of focusing on what his company does, he focuses on the benefits (and in just one minute manages to include some dramatic pauses for the prospect to really stop and think about the offering).

## 12. Elevator pitch from The Muse

Sales type: Phone or in-person

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Industry: B2C

Resource type: Video

Pitch style: Fast

This one-minute sales pitch makes the stress of the job search a reality to the prospect, and gives the light at the end of the tunnel: A platform that turns the job search from stressful to inspiring. Kathryn also uses testimonials as [social proof](#) to show exactly who their platform is helping right now.

### **13. [Seizing the opportunity with DoorBot](#)**

Sales type: In-person

Industry: B2C

Resource type: Video

Pitch style: Relatable

Jamie uses his precious first moments to explain a shift in the market: people love home tech that connects to their phones.

Then he highlights an opportunity: No one has done this for the doorbell.

This sentence drives the pitch home: it's like caller-ID for your doorbell. (DoorBot later became known as Ring, and [the company was bought by Amazon for \\$1 billion.](#))

### **14. [Focusing on the customer with Brightwheel](#)**

Sales type: In-person

Industry: B2C and B2B

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Resource type: Video

Pitch style: Relatable

With just a few short sentences, Dave helps potential investors relate to the problem his product solves. This pitch doesn't dive too far into the features of Brightwheel: instead, it focuses fully on the customers (teachers and parents) and gives solid proof of the solution using his own experience with the product.

## **Take these good sales pitch examples and add your own flavor**

Your best sales pitch presentation isn't just an exact copy of a successful pitch; it's a pitch that takes elements from the sales pitch examples we've discussed above, but includes your unique personality and style.

So, build your ultimate sales pitch by crafting it in your own voice. Learn the [sales strategies](#) used in these examples and turn them into a persuasive sales pitch that is your own.

Ready to get going? Check out the next and final chapter of this guide.

## The top 9 sales pitch templates + 5 steps to create your own



A good sales pitch template acts as the foundation for a better [sales process](#). With it, you can set a baseline for what works and what doesn't, lean into your prospects' major pain points, and create a narrative around your offer that resonates with your audience.

Looking for some free sales pitch templates to base your own pitch on? Or are you wondering how to create your own from scratch?

In this chapter, you're going to see:

- The top 8 sales pitch templates to base your next sale on
- How to build your own sales pitch template
- Why you need multiple sales pitch templates for different types of sales

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## The top 9 sales pitch templates to base your next sale on

Using a template, whether you're selling on the phone, in-person, or by email, gives you a solid place to start your pitch and a clear direction to follow in the conversation.

These 9 free sales pitch templates are the gateway to help you construct your own high-performing sales pitch:

### 1. [Context creator pitch from Close CRM](#)

Resource type: Article

For which type of sale: Phone

Helps your sales game by: Giving prospects the context they need

Our own sales pitch template is based on a real pitch we gave when we first started our on-demand sales company ElasticSales. In just three sentences, this pitch tells prospects who we help, where we are, what we're looking for, and what we're offering.

Why this works: By being so specific with your pitch, you tell prospects, "This is for you, and you alone." Show your prospect why you're calling THEM within the first sentence of your pitch, and you'll have their attention for the whole call.

### 2. [Name drop pitch template from Sales Scripter](#)

Resource type: Article

For which type of sale: Phone or in-person

Helps your sales game by: Convincing

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This template uses three easy steps to give a persuasive sales pitch over the phone: share a value statement, share a common pain, share a name drop. Using the experiences of previous customers, this pitch template relates the prospect and shows them you understand them.

Why this works: Dropping names is a great way to show real value, especially when you mention a client or customer that's related to this prospect or their particular needs.

### 3. [Sample sales pitch template by Template.net](#)

Resource type: PDF

For which type of sale: Phone or in-person

Helps your sales game by: Setting a baseline

SALES PITCH TEMPLATE	
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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If you're looking for a sales pitch template that helps you start with the basics, this PDF is great. Answer specific questions about your customer, market, and product, and then use those answers to craft a personalized sales pitch for your business.

Why this works: Especially for newer salespeople, it's essential to set a baseline template for a good sales pitch. This helps new sales hires to see what their pitch should include, and allows them to develop and improve their pitch over time.

#### **4. [End with a question framework](#)**

Resource type: Article

For which type of sale: Email or phone

Helps your sales game by: Building conversation

This sales pitch framework from sales pro Margo Prylypska gives you 6 steps to build a pitch, including an open-ended question at the end to encourage deeper conversation with the prospect.

Why this works: Using this framework, it's easy to keep your focus on helping the customer and understanding their pain points and view of the situation.

#### **5. [The problem-solver sales pitch](#)**

Resource type: Article

For which type of sale: Email and LinkedIn

Helps your sales game by: Focusing on helping prospects

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*Subject line:*

[Prospect Name], How to put an end to [problem]

*Message:*

Hi [Prospect Name],

Your LinkedIn post discussing how your company is struggling to overcome [problem] made me think of others I know experiencing the same frustration. What seems to work is when companies tackle these three core issues:

- Lack of integrated systems
- Manual processes
- Unawareness about the latest options

[Prospect Name], let me know if you'd like me to send an eBook my company put together that spells out how to effectively address these issues.

Regards, [Your Name]

While this template is originally meant for use on LinkedIn, it can easily be adapted to any online forum, including email. Using the problems that your prospect has discussed online, this pitch is built on a helping mindset and presents a valuable solution to the problem.

Why this works: Using what your prospects post on social media as an intro to the conversations shows that you care and you want to provide value, not just sell them something.

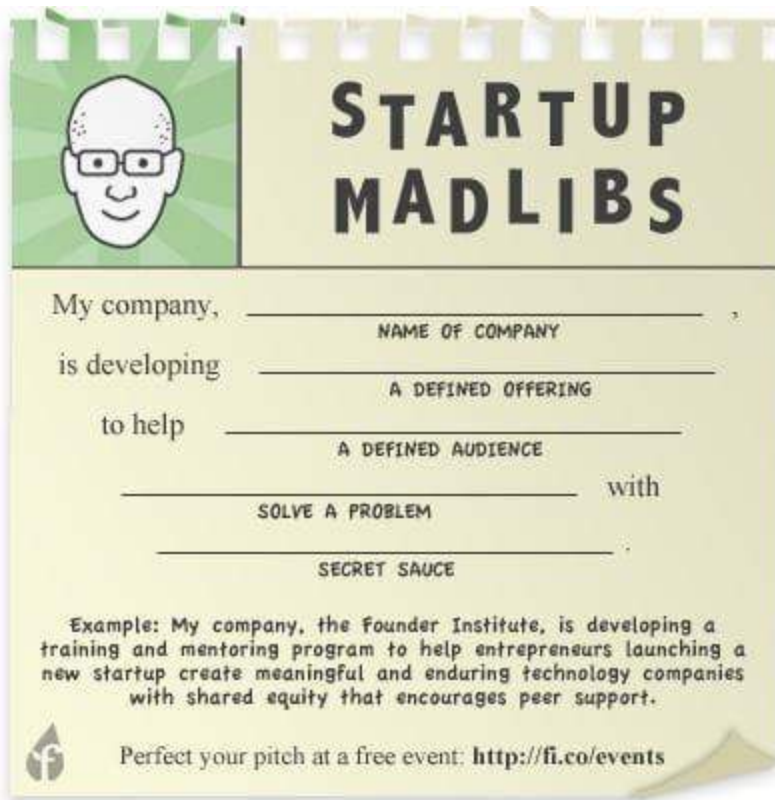
## **6. Startup Madlibs from Founder Institute**

Resource type: Article

For which type of sale: Phone or in-person

Helps your sales game by: Getting to the point fast





**STARTUP MADLIBS**

My company, \_\_\_\_\_  
NAME OF COMPANY

is developing \_\_\_\_\_  
A DEFINED OFFERING

to help \_\_\_\_\_  
A DEFINED AUDIENCE

\_\_\_\_\_ with  
SOLVE A PROBLEM

\_\_\_\_\_.  
SECRET SAUCE

Example: My company, the Founder Institute, is developing a training and mentoring program to help entrepreneurs launching a new startup create meaningful and enduring technology companies with shared equity that encourages peer support.

Perfect your pitch at a free event: <http://fi.co/events>

Fill in the blanks: This option gives you clear direction for a one-sentence pitch that describes your startup and what you offer to customers.

Why this works: Developing, practicing, and honing your one-sentence pitch prepares you for the inevitable question: "So, what does your startup actually do?"

## 7. [HOPPP template from The Balance](#)

Resource type: Article

For which type of sale: Email

Helps your sales game by: Convincing

This template uses an acronym to help guide you through the 5 steps:

- **H**eadline

- 
- Offer
  - Proof
  - Persuade
  - P.S.

It's perfect for a longer, persuasive email (or letter) that aligns with your audience's needs.

Why this works: Although this is based on a B2C scenario, the same principles can apply to B2B. Write a captivating subject line, present your offer, prove it's worth their time, persuade them, and add a P.S. for extra emphasis.

## **8. [Sales pitch call template](#)**

Resource type: Word Document

For which type of sale: Phone

Helps your sales game by: Being conversational

Depending on who you're selling to, it could make sense to strike up a conversation with your prospect as you start the call. This phone sales pitch template guides you through a [cold call sales pitch](#) to schedule a discovery call with the prospect.

Why this works: Reps using this call structure immediately show the prospect that they relate to their pain points by referencing the needs or goals of other customers.


## **9. [LinkedIn sales pitch template from HubSpot](#)**

Resource type: Article

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For which type of sale: LinkedIn or email

Helps your sales game by: Being conversational

 **Question about HR Software Group comment**  
John Doe

1 ----- Subject line

Hi Jane, 2 ----- Their first name

3 ----- Your name and company

My name is John Doe and I work for Company. We're both members of the HR Software Group, and I thought your comment about the importance of integrated talent management software was really interesting. It brought to mind a recent research report from Firm about HR tech integration challenges -- I was surprised to learn that integration is a challenge for 80% of organizations.

4 ----- Commonality

5 ----- Observation

6 ----- Resource offer

How, if at all, are you planning on improving your talent management system integration strategy? I'm curious to learn your thoughts. Can we set up a 20-minute call to discuss?

7 ----- Question

8 ----- Interest

9 ----- Request

Best,  
John

This pitch has a solid base in common ground on LinkedIn, mentioning a common group and the prospect's comments. Then, it uses a question to continue the conversation. In this case, the idea is to sell the call, so later you can sell your product.

Why this works: By establishing common ground with groups or ideas you share on LinkedIn, your cold email [becomes a little warmer](#).

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## How to build your own sales pitch template

Ready to get your hands dirty? Build your own sales pitch template with these 5 easy steps:

### 1. Define the goal of your pitch template

What are you selling?

No, I'm not just talking about your product; I'm talking about the specific goal of this pitch, such as setting up a [discovery meeting](#), getting referred to a decision-maker, getting them to start a free trial, etc.

When you know what the goal of your sales pitch is, you'll be better prepared to create a template that directs the conversation where you want it to go.

### 2. Set a measurable metric to help you define success

Once your sales pitch is created, how will you know whether or not it's working?

Depending on the goal you've set, choose a metric that you can measure as you use the template in live sales conversations. For example, you can track meetings booked with prospects who heard this pitch or the number of deals closed-won.

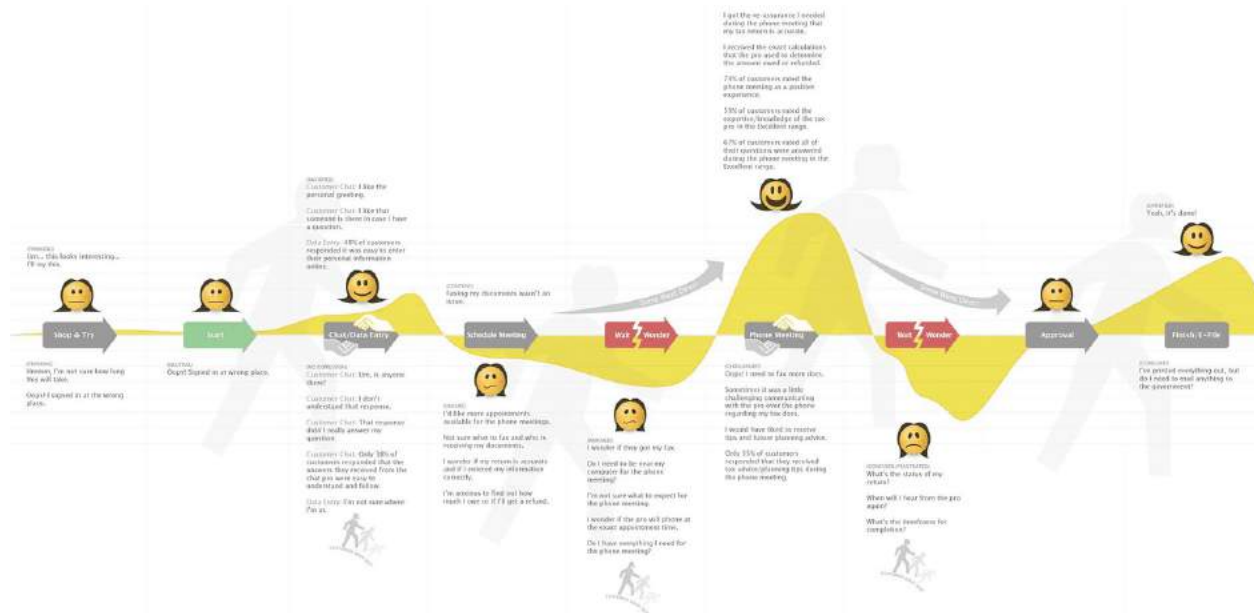
By assigning a measurable metric to each sales pitch template you create, you'll be able to easily see which pitches are working and which ones aren't. This will help you refine those pitches to better suit your sales process and customers.

### 3. Identify patterns in your sales process

To determine what kind of sales pitch you need, you need to first analyze your sales process and the [journey your customers take from awareness to purchase](#)

So, where do prospects normally become aware of your offering? At what stage of the sales funnel are they more open to speaking with a sales rep? When you cold call new leads, are they aware of the problem you're looking to solve? Are they already assessing different solutions, or are they unaware that a solution like yours exists? Are there any trigger events that make them more likely to agree to a meeting?

By mapping the customer journey, you can identify where you as the sales rep enter the pitch.



This, in turn, gives you more context around the type of pitch template you should create.

#### 4. List 3 main points to highlight in your pitch

What are the benefits of using your product? What sets you apart from the competition? How does your product perform as it solves the problems of other customers? What real ROI are your customers seeing from your product?

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From these ideas, pick 3 main points to include in your pitch template. For example, your pitch might highlight two main benefits of your product, along with a customer story that solidifies the value of those key benefits.

## **5. Identify the most frequent objections your prospects give**

Objections are a part of sales, so [objection management](#) should be part of your sales pitch template.

Make a list of the top outbound sales objections you hear on a weekly basis, including things like:

- “Can you send me the information?”
- “I don’t have time right now.”
- “I can’t make a decision right now.”
- “We’re already working with [competitor].”

(Psst... Not sure how to respond to some of these? Watch this video on how to respond to the “Send me more information” objection:)

## **Why you need multiple sales pitch templates for different types of sales**

Wait, you mean one sales pitch template isn’t enough?

The way you sell to different types of prospects is completely different. Also, the sales method you’re using (phone, email, social media, etc.) will affect the length and tone of your sales pitch.

Here are some different types of sales that should have their own sales pitch templates, plus why the pitch has to vary in each situation:

- 
- Inbound sales: A new inbound lead is already aware of your product and the solutions you provide, meaning your pitch needs to be benefit-heavy and convincing with appropriate social proof. An [inbound sales pitch](#) should also include more questions that dig into the specific needs of this prospect; then your pitch can adapt to their unique situation.
  - Outbound sales: When contacting outbound leads, you need to be more aware of their time. A sales pitch for an outbound lead pushes harder to sell the next step rather than the product itself. [Outbound sales](#) also involves a measure of education, helping the prospect identify the problem and become aware of the solution you offer.
  - Cold calling: This type of pitch gets to meat faster and gives prospects a good reason to keep listening within the first few seconds.
  - Social selling: A sales pitch given over social media, such as [LinkedIn](#), should explain quickly why you've chosen to reach out to this particular person. Setting common ground is essential in social selling.
  - Follow up pitches: Remember that prospect who told you to [follow up](#) next quarter? Your next call to him is a unique sales pitch because the prospect already knows you and your product. The follow-up pitch should build on already-existing rapport and establish clear value and urgency.
  - Profile-based templates: When your sales team has identified ideal customer profiles, it may make sense to create sales pitch templates that adapt to different types of customers. For example, if you have one profile for enterprise customers and another profile for SMBs, you should create separate sales pitch templates for each.

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## Take what you've learned and get selling!

Through this guide, you've learned how to create a pitch, build a script and template you can use, and deliver your pitch through different channels. You've also learned from live examples of sales pitches over the phone, in-person, and by email.

We've packed all the information you could possibly need to create a pitch that resonates with your audience and delivers measurable results.

But that knowledge alone won't ensure a good pitch.

Now, it's up to you.

So, take the information in this guide and put it to practical use. If you haven't already, go through the steps to create your own pitch. Take that pitch, use it in the real world, and track the results. Then, go back and refine your pitch. Polish it until it shines.

What will this do for you?

This practical training in sales pitches will help you become a better salesperson. You'll not only [close more deals](#) or hit quota faster: You'll advance your sales career and help your business succeed in the long-term.

Are you ready? It's time to go get 'em.