

# One Minute Sales Pitch Tip Card Sheet

## ONE MINUTE SALES PITCH

*In the One Minute Sales Pitch your objective is to get the prospect interested in wanting more information*



### Keep In Mind...

- Everyone is interested in ideas that solve their biggest problems.
- Only provide enough information to get the appointment
- People appreciate it when you ask, "Is this a good time?"
- You may need a different pitch for different market segments or product segments
- Consider saying something memorable, Heather Curlee with Curlee Creative says, "I'm an assassin! I kill poor management."

### Pitch Builder

1. Start with an Opening Hook

*Present the remaining items in the order that creates the best story flow*

2. Describe who you are  
*What do you most want listeners to remember about you?*
3. Describe what you do  
*State your value as key results, solution to a problem or how you make an impact*
4. Describe why you are unique
5. Provide an example
  - "Our most noteworthy project was..."
  - Pepsi vs Coke comparison
  - "Here's an example..."
  - A metaphor or analogy, "Just like..."
  - An illustration, "Imagine..."
6. Describe your goal

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