

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