

How to Start a Sales Pitch



Defined Introduction

- ☐ Have a short, crisp and descriptive introduction that describes your business, products and services

Meaningful Conversations

- ☐ Having a meaningful conversation with prospective clients helps you convert them into customers

Identify Pain Points

- ☐ Highlight the pain points of your clients and make it clear to how your business will help solve their problems

Stick to your Promise

- ☐ Make sure to fulfil your promise to your audience; don't promise deliverables that your business is not capable of delivering

Proof and Backup Plan

- ☐ Have proof and a backup plan to reflect your achievements in the past; include testimonials by past customers