

7 TIPS TO CREATE A MARVEL-LOUS SALES “PITCH”



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Check out more sales tips here at the podcast I co-present: Thrive in Sales

7 TIPS TO CREATE A MARVEL-LOUS SALES “PITCH”

Or...

“How Can I Make My Business Stand Out From The Crowd?”





What is a 60-second Pitch?

What exactly is a “Pitch”?

Ever been speed networking? It's all the rage these days – online only for the moment but we'll be back face-to-face before long! Networking groups continually seek to differentiate themselves through innovating. and, as I've pointed out previously in my *Is Sales a Dirty Word* blog, it's vital you're ready when prompted to deliver your “pitch.”

They are also, if taken seriously and delivered faithfully, extremely productive as you could be delivering 15-20 “pitches” in less than 30-minutes – where else are you going to get the chance to do that?

You need a crystal clear message.....



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Why Do I Need a 60-Second Pitch?

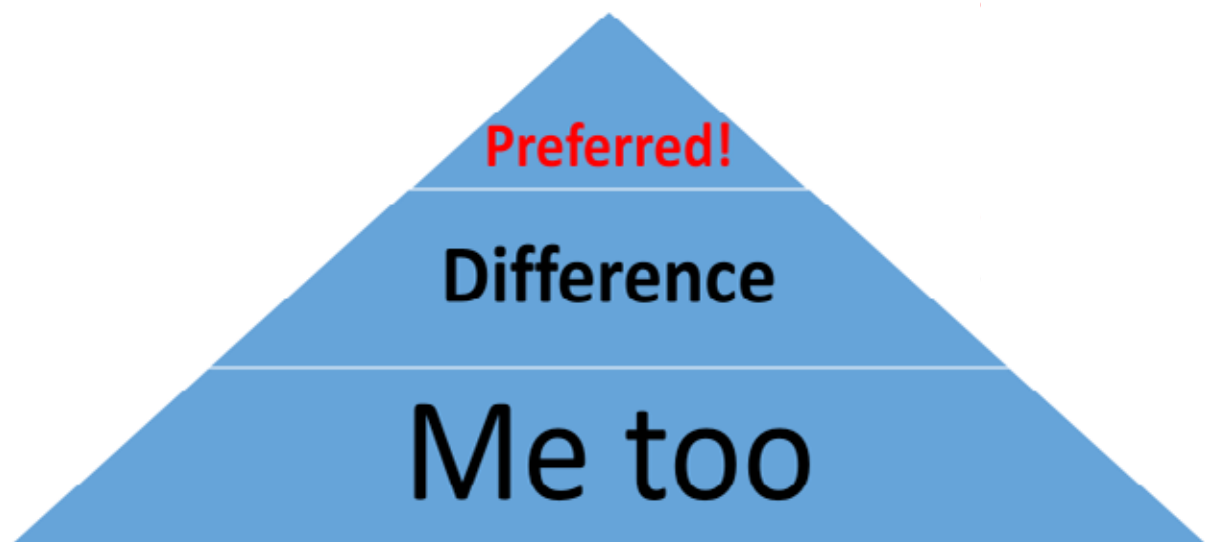
The trouble is, very few people can give a great pitch; that's understandable because they're unlikely to have had any training and probably won't have prepared properly for the day.

They might also take the first 55-seconds telling you lots of superfluous, irrelevant information - the terrible journey to the venue being 1 of them - before they get around to telling you exactly what their company does.

It's an easy trap to fall into - I know because I fell into that trap myself in the beginning!

Why...The Value-Proposition?

“Great V-Ps help **differentiate** yourself from the pack”





What is a 60-second Pitch?

What's the Objective?

Simply put, a great "60-second Pitch" is one that compels your prospect to say "that's interesting, please tell me more/let's grab a coffee" etc

The Difference Between a 60-second Pitch and an Elevator Pitch?

The average human being talks at the rate of 140 words per minute. Bear this in mind when I say that a 60s pitch, by definition, lasts only 60-seconds and therefore your pitch will consist of approximately 140 words - not much is it?

Lots of effort has to be put in to your pitch to ensure that you have the right 140-words in your pitch which differentiates your company to stand out from the crowd of others in the room.

Elevator Pitch

Now, an elevator pitch lasts a maximum of 8 to 10-seconds. Yep,. 8-10-seconds only. We live in an attention deficient era when you have to get to the point very, very quickly - especially if you do actually get stuck in an elevator with the contact you've always wanted to connect with but have never been able to reach over the phone or email. You've got to have your elevator pitch ready to deliver at a moment's notice.

NB - Some people will say an elevator pitch should last 30-seconds and that may have been true a few years ago. Think about it, if you've ever been in an elevator more than 30-seconds, it was either a tall building or it was broken!



What is a 60-second Pitch?

Format and Structure of Your 60-second Pitch

This is the formula that I've found works best:

V-P = Your "Offer" + Benefits + (2) Case Studies + Target Market + Call to Action

1. Your Offer = what your company does for a living
2. Benefits (costs/revenue) that my company could bring to your company
3. Case Studies – contextualised benefits that you deliver to your clients
4. Target Market - the clients you're looking to win (Size) SMEs?, (Sector) FS/Manu
5. Call to Action – Coffee / Website / Contact Referral
6. Use Concise/Clear language, Zero waffle, BS or JARGON (relevant?) "so what?"
7. Be BOLD / Use Numbers – it's more engaging

Example Format:

I just helped XYZ Company with their telephone cold-calling skills and they generated 30% more appointments last month

Or...

"I recently helped Leonardo di Caprio improve his acting skills and, as a result, he just won an Oscar (PS someone's already beaten you to this one!)"

Example 2 (30s)

"Hi, I'm Keith. I help clients win more business (B) by dramatically improving their sales skills over the phone, online or in-person (O). Recently (CS), I helped a 4-person Marketing Consultancy (TM) win a large corporate client (their TM) by crystallising her sales messages (O) for a Pitch to the client's CEO.

She won that deal (B), which was 40% of her next year's revenue (B). I'm now looking for (C2A) other SME clients (TM) who could benefit from acquiring similar sales skills"

Word count 72

Delivery (s) 30

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What is a 60-second Pitch?

So Now What – Where Else Can I Use This Pitch?

Now you've created a Pitch that includes your "offer", the benefits you deliver to clients, your target market, a couple of relevant case studies and a clear call to action – that is incredibly valuable, reusable content that can be used or re-worked right across your sales and marketing collateral to ensure that your organisation is aligned around those sales messages.

"Alignment" is the hallmark of all great companies.

Caution!

Typically, you will deliver your 60-second Pitch at networking events or similar events but, beware, some events are popular and very well-attended, so will only allow you 45-seconds or, sometimes, only 30-seconds for your pitch. Check with the event organiser beforehand so you can adjust your pitch to suit the audience and the time allowed.

Want to Know More?

You'll find loads more resources, hints and tips at www.salesmarvel.co.uk or my YouTube Channel

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About Sales Marvel

I've had a 30-year career in Corporate sales with many blue-chip brands, such as HP, EDS, BT and a whole host of SMEs. I've also lived and worked all over the world including New York and Tokyo and managed sales professionals numbering 3 to 350.

Two career high-points: a) winning a \$1.6Bn IT/Applications outsourcing deal with Vodafone Group, highlighted in The Sunday Times and b) turning around a large, donated-furniture charity, which was 30-days from having to be wound-up. I have also been a Trustee of Citizens Advice.

I launched Sales Marvel after my work at Lancaster University Management School revealed that many of the UK's 1.7m SMEs could not access experienced B2B sales skills.

I'd love to hear from you:

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or check out Thrive in Sales - the Podcast I co-present for more sales hints and tips plus how to stay well!



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