

The Global Meeting Point

How to make a 5 to 7 min SALESPITCH

This template provides the topics of a SALESPITCH in logic order according to the general mind-set of a potential customer. The aim of a SALESPITCH is to motivate a potential customer to buy your product, service or concept.

A SALESPITCH shall create immediate interest to buy. It should always be one person pitching, and you should avoid animations, shortcuts and details. The main “trigger points” in the pitch are the **SALESDRIVERS** which keeps the tension from the audience as well as they are the arguments to buy your product, service or concept.

A SALESPITCH is supported by a presentation of max 10-12 slides as follows:

1) PROBLEM DEFINITION

Explain the problem which needs to be solved.

2) THE SOLUTION

Describe the product, service or concept which solves the problem.

3) SPECIFIC FUNCTIONALITY

Explain functionality of the product, service or concept.

4) NEED FOR SERVICE / MAINTENANCE

Describe if service / maintenance is necessary and simplicity to obtain such service / maintenance.

5) TEAM CUSTOMER FOLLOW-UP

Describe your team and how it will fulfill needs for customer follow-up.

6) THE PROVIDER

Describe the strength of your company.

7) TRACTION

Conclude immediate sales or agree on a progression for the next contact with the potential customer.