

# 7 Step Perfect Sales Pitch Formula to Double your Sales! and Increase your Influence!



**Public Speaking Skills**

— A C A D E M Y —

# About Mark

Hi, I'm Mark Kyte and I help business leaders, entrepreneurs, and coaches who are struggling to influence clients and successfully pitch their valuable ideas and offers.

Working with clients I help them develop their sales skills, influencing techniques, and confidence so they can make more money, gain more respect, and earn the income they have been chasing.

This short guide will show you how you can quickly improve your presentations to enjoy more success and make more sales!

Mark.



# Step 1: Open with a BANG!

Every great sales pitch has to start with a bang! Your presentation needs to grab the attention of your client and give them a strong reason to listen. From quotes, client stories, to little known statistics find an opening that makes your client sit up and realise you are not like everybody else!

Remember, they are waiting for you to convince them that you are not wasting their time, you are going to provide them value, and that you are worthy of listening too...



# Step 2: Establish Credibility & Build Rapport

Once you have their attention you will need to establish credibility and build a deep connection with your client. The better you know your client the less time you will need to invest in establishing credibility with them.

Credibility and rapport with your clients is established when they understand that you “know their world”. One of the most powerful and effective ways to achieve this is by sharing your personal or your businesses stories that illustrate similar challenges to ones your client is facing. The more you can get you client nodding his or her head, saying “me too” - the deeper the relationship!



# Step 3: Introduce the Problem

Once you have established a connection with your client you can introduce the problem that they are facing.

If you do not state the problem and show that you understand their situation you will not have your clients "permission" to move towards sharing your solution to their problem.

A powerful way to show that you understand the problem is to describe the problem and situation that your client is currently facing using the language and terminology that they used when they shared it with you.

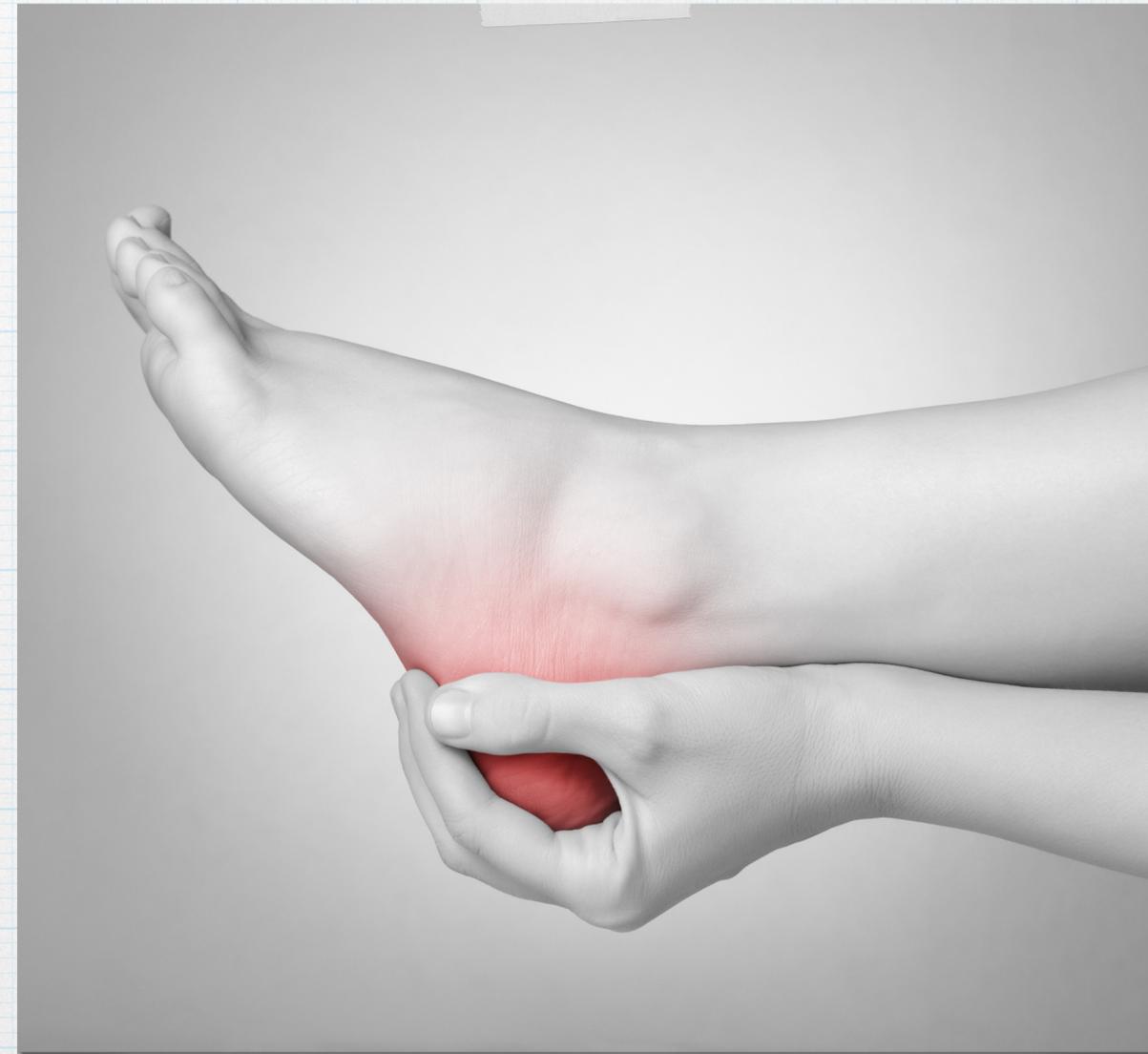


# Step 4: Agitate the problem

Before you share any solution with your client you must agitate the problem they are faced with. To achieve this you must get your client to acknowledge and appreciate the implications of their situation.

What goals or desires are they not able to achieve because of their current situation?

When they understand and acknowledge the goals and aspirations they will miss out on if they do nothing they will be much more receptive to the solution you will offer them.



# Step 5: Identify the Solution & Introduce your Product/Service

When you deliver the solution to the client it must come in two parts.

The first part is about sharing, broadly, what the solution is to the situation your client finds themselves in. For example if your client is faced with marketing problems you would share that the solution is they need to resolve the situation by developing a comprehensive and practical marketing plan.

When they agree that the solution is appropriate you can introduce and share the specifics of your marketing services that supports the solution and solves the pain points they are experiencing.



# Step 6: Share the Benefits of your product/service

A common trap to avoid when presenting the specifics of your product or service to the clients is to share its features. In the words of David Ogilvy (advertising guru) “Share the sizzle not the steak!”

Clients do not care for the features of your products or services (no matter how proud you are of them!). You need to mention the features but focus on the benefits the features provide.

For every feature you need to “translate” it to a benefit for your customer. This can be done using a table, similar to the one below...

Feature	Advantage (which means...)	Benefit (So What...)
Car Tyre with unique tread	The car stops quicker in wet weather	Kids and family are safer while driving



# Step 7: Provide Social Proof & Create Scarcity

A compelling and successful sales pitch needs to have testimonials from past clients. Video testimonials are best. A testimonial will ideally highlight the success clients have had working with you. And, the more specific the testimonial (i.e. clients situation before working with you, their experience and outcomes achieved) the more impact it will have on your client.

Clients will always have a tendency for inertia. You need to make one last effort to encourage them to invest in your products and services through scarcity. Authentic scarcity and urgency can be established in a number of ways. These include telling a client you are sharing the same solution with one of their competitors. Or, by letting the client know that the price will be rising. Or, by making the client “apply” to join your program.



# So, Lets wrap this up...

You have the seven step formula that you need to follow to prepare a successful sales pitch. If you adhere to the steps your conversions will increase and you will enjoy the sales success you have been chasing.

If you want more assistance I am here to help. No matter your needs and budget I have a solution to suit you. I invite you to check out my one on one mentoring, group mastermind, and online programs.

Visit my website at: [www.publicspeakingkillsacademy.com](http://www.publicspeakingkillsacademy.com)