

Exercise 7b: Develop your sales pitch talk

Even if you don't have any money at all for marketing your new business, you can still attract new customers and become successful.

One way to succeed is to create good "word of mouth" advertising about your company and your work. Hopefully, once you have some customers, they'll start telling other people about you and that will lead to new business.

In addition to that word of mouth advertising, you need to be creating some buzz as well. That is why developing your own sales pitch is so important.

You don't have to write and memorize a script. In fact, that's probably not the best way to talk about what you do. But, there are a few things that you should try to remember to point out when you're talking to people about your product or service.

Using this worksheet, think of all of the reasons people would want to buy what you have to sell. And then, mention some or all of these things when you're talking to possible new customers.

1. Identify a problem or desire

Put yourself into the hearts, minds and shoes of your customers and figure out what problem or desire your product or service fulfills (makes their yard beautiful, gives them time to go out with a friend, makes sure their elderly parent is eating well, etc).

Make a list of as many problems or desires people have that your business can help them solve.

1. _____
2. _____
3. _____
4. _____

2. Make a connection

Think of someone you know (it could even be yourself) who had the same problem or desire and describe the impact this had on your friend, family member, previous customer, or yourself. This helps you build your credibility, since the new customer will see that you really understand them.

Make a list of the people who you know had the problem or desire and one impact this had on them.

Person	Impact
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____

3. Identify the solution

This is easy – your product or service is the solution!

Make a list of the benefits of your product or service and then describe how each benefit solves the problem or fulfills the desire.

Benefit	How problem is solved or desire fulfilled
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

4. Defend objections

Be prepared for reasons why the possible new customer might not be interested in your product or service. Try to think of all the reasons they'll come up with to not buy from you – "it's too expensive," "you don't have enough experience," "I'm not ready to make a decision," etc.

Make a list of the 5 top reasons someone might use to turn down your offer. And then, think of a response that answers their objections.

Their Objection	Your Response
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____

5. Ask for the sale

Remember this critical step when talking to people!

Just because you have told someone about your product or service and they agree that they need it, doesn't mean they will then ask for it. It may seem weird, but most people won't take that last step. So it's up to you to ask for the sale.

If the person you're talking to hasn't looked like they were entirely interested, but you know that they are a little interested, try a gentle sale, like, "Can I come by to look at your house to see how big the job is and let you know how long I think it would take me to do it?" Or, "Would it be possible to meet you one afternoon when you'll be home just to see if we connect?" Or, "Is there a time when we could get together so I could show you actual examples of my work, not just pictures of it?"