

# Framework for an Effective Sales Pitch in 6 Steps

## 1 Understand your audience

- Pain points
- Motivations
- Key stakeholders

## 2 Define your USP

- Product differentiators
- Key benefits
- Overall advantages

## 3 Create a strong opening

- Thought-provoking question
- Surprising statistic
- Compelling story

## 4 Highlight key benefits

- Save time/money
- Increase efficiency
- Improve quality of life

## 5 Build credibility

- Case studies
- Testimonials/reviews
- Industry awards

## 6 Include a CTA

- Request more info
- Sign up for a trial
- Make a purchase

# Effective Salesmanship

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