

BUSINESS E-BOOK

5 Key Mistakes You're Making When Pitching Your Business



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Why?

WHY I CREATED THIS E-BOOK

Throughout my career, one of the the biggest issues I've seen business owners struggle with is delivering a great business pitch. Their product is good, their service is desired but their message about the value they deliver is simply not clear.

And whether it's the words or the delivery (or both) that isn't conveying the right message, the result is the same... a lost opportunity to close a sale. I designed this E-Book to help people just like you, because you too may struggle to pitch your business effectively.

My name is Glenn Rudin. I'm known as 'The Message Master'.

My goal is to help business owners like you, nail down a perfect business pitch that resonates with your ideal clients in order to help you close more sales.

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01

Not Knowing
all of Your
Pricing Options
Up Front

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Not Knowing all of Your Pricing Options Up Front

Did you ever go into a restaurant and not expect a menu with prices for what your food would cost? Most likely not.

If you go into a meeting with a potential customer and have just one sales number (choice) in mind, you are setting yourself up for a defeat.

Most businesses have a purchasing budget and if your one price is out of your client's range, you'll leave them with no choice but to say "no" to your proposal. Maybe one part of your proposal is what a client can afford right now. You'd be better off starting somewhere and building a relationship than simply walking away with nothing.

Why not consider an 'a la carte' approach to pricing your services?

Create a menu of options that customers can choose from. Of course you should create financial advantages for customers buying your whole package but the menu choice opens up lots of possibilities where your customer can choose and you can upsell from.





02

Not Mentioning Relevant Statistics

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Not Mentioning Relevant Statistics

Utilizing some easily understandable and relevant statistics related to your business in your pitch will make it much more effective. Potential clients listening to these statistics should feel like they will be missing out if they don't come on board with you right now.

Try to create some phrases like these:

If you do this [fill in the blank] then...

- 75% of business owners in your industry have achieved this....
- On average, you'll close an additional \$12,000 in sales per month.
- You could save 15% more per month.

Using the fear of missing out, or the idea of making more sales or saving more money are all effective ways to create engagement.

Everyone wants to make more and save more so show them how via your company's products and services.

Just don't overwhelm them with too many facts they can't follow.





03

You're Not Delivering You're Pitch

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You're Not Delivering Your Pitch

There is a huge difference between talking about your goods or services and really 'delivering your pitch'. The former is just speaking to your potential customer while the latter is capturing their attention and having them imagine how much better their world could be once they start using your product or service. The key here is coming up with a compelling pitch opening that immediately draws interest from your client about why they need what you are offering. **It's all about engagement.**

Try to start your pitch with a question or fact that relates directly to your product's solution or benefit.

For instance;

"You know how (insert the common problem that your product addresses)? Well, what my product does is; (insert the result of using your product here). In fact; (insert a short story of statistics showing how this has helped previous clients)."

This type of opening will create the engagement you need to keep your customer listening intently about how they will benefit from what you have to offer as well.





04

Not Finishing Strong

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You're Not Finishing Strong

So, you've delivered this powerful and compelling pitch (if you've taken my advice), but you end it with:

- "So, let me know if there's anything I can help you with."

or

- "Do you have any questions for me?"

These are not strong finishes!

You must end your pitch with enthusiasm and a strong performance that clearly indicates you believe in your solution and you know it's right for your potential customer.

"So, based on what you've read, now you can see exactly how my (fill in the blank) can be instrumental in taking your company to (fill in the blank). I know you want your company to get to (fill in the blank) because that's what you mentioned when we initially spoke. So let me help you get there!

Don't lose your momentum and urgency by having a weak closing. Weak endings lead to forgettable pitches. End strong, be remembered.

End your pitch by laying out your proposed next steps to take and make sure this meets with your potential client's expectations and timeline.

Don't forget to thank your potential client and reinforce how much you are looking forward to helping them achieve their dream(s).



05

Not Following Up After Your Pitch

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Not Following Up After Your Pitch

You'd be surprised how many people don't follow up with their potential clients after pitching their product or service.

- The most optimal number of follow-up emails to send is 2-3.
- 95% of all converted leads are reached by the sixth call attempt.
- 44% of salespeople give up after one follow-up attempt. Don't let that be you.

The point here is that you are far from done pitching after you've done your pitch.

Let a few days pass and then send your potential client a personal email with a strong subject line. Something compelling like:

- "I know your next great success is just around the corner!"
- "I know you are ready so let's make this happen!"

If you don't get a response to this email then wait a few more days and follow it up with a call. You don't want to seem desperate but you also don't want the customer to think this doesn't matter to you.

The bottom line...Your pitch requires multiple follow ups in order to stay fresh in your prospect's mind. You must stay enthusiastic and be prepared to have a strong conversation and keep closing until you hear "Yes."

Don't let all of the good work you've done go to waste by not following up!

5 Mistakes You're Making When Making Your Pitch

Quick Review...

- ✓ Always be prepared with multiple pricing options.
- ✓ Play the numbers game.
- ✓ Deliver a great pitch.
- ✓ Finish strong.
- ✓ Follow up with a personal touch.



Well Done!

Congratulations...You've taken a step in the right direction for your business. It's not something that every business owner does, which already puts you a step ahead of the competition.

Don't stop now, you're building momentum.
If you need assistance I'm just 1 click away...

Just click the link below.

Glenn Rudin

[Group Coaching Options](#)

