



Sales Academy 5 Pitching Your Business

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Friday 22nd May 2020

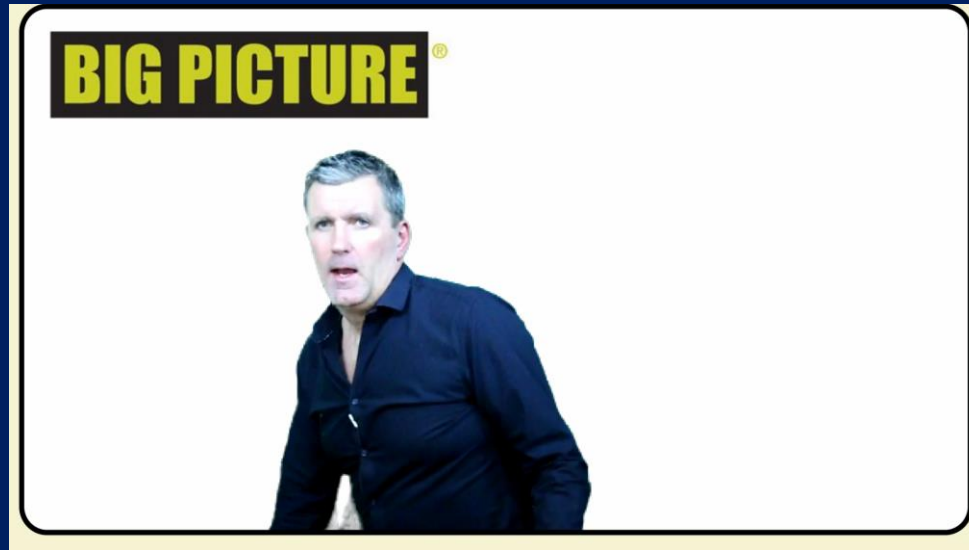
Your Pitching Potential

- The “Elevator” Pitch
- Networking – Online & In Person
- Conferences
- Exhibitions
- Proposals
- Website
- Social Media Channels
- Telephone Conversations
- Any Time You Are Asked “What Do You Do”?



Case Study

Martin Johnson, YourBigPic Promo Video



<https://yourbigpic.com/>

Headline Feedback

Eric Morecambe



I Know All of The Right Notes
But Not Necessarily in the Right Order

The Focus Should Be on IMPACT!

What Does Buying From You Give to the Customer?



Why Should They Care About You?

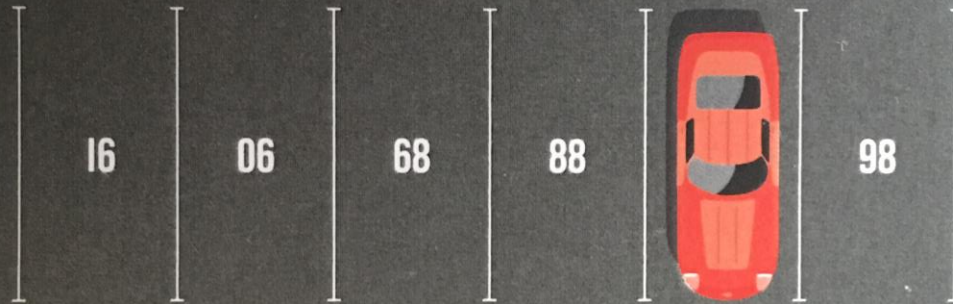
A Quick Review - Martin's YourBigPic Video

- Energy & Passion - Yes
- Personality - Yes
- Professional Production Values – Yes
- Quirky & Memorable - Potentially
- Too Much of a “YourBigPic” Promo – Quite Possibly
- Wrong Order for Viewer - Potentially
- 3m 37sec – If You Are Passionate About Developing People.....
- Did He Use The Word “Sell” - Yes
- Turn It On It's Head & Understand That Less Is Often More....



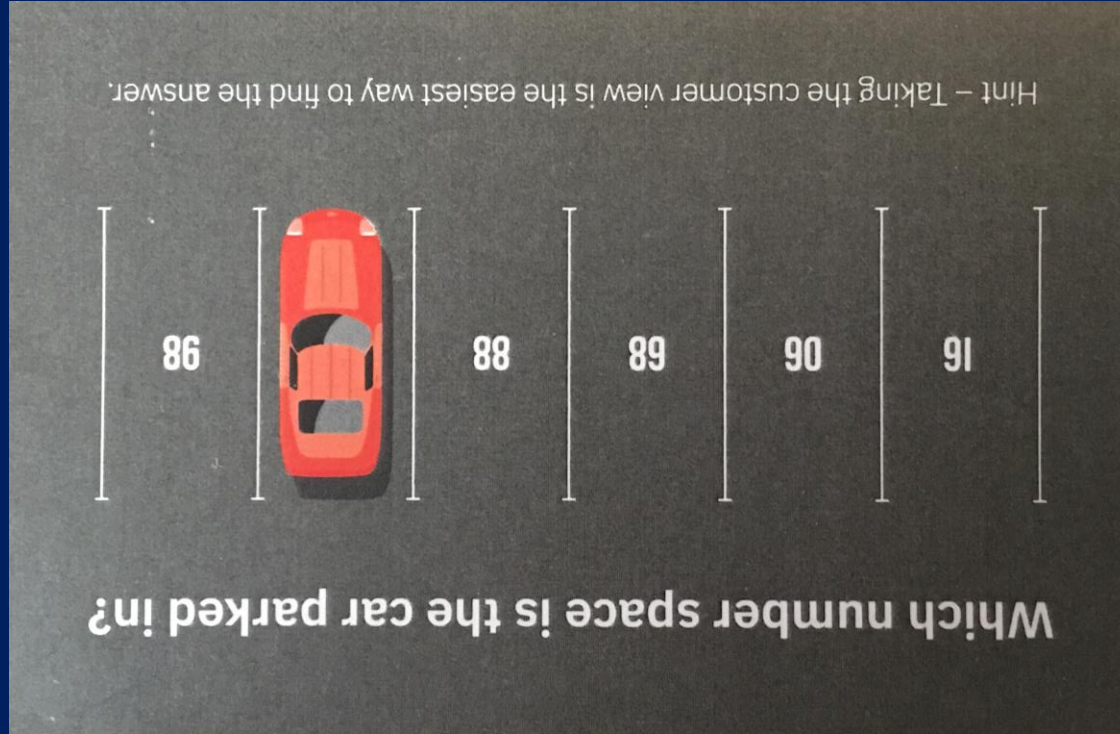
A Little Teaser.....

Which number space is the car parked in?



Hint – Taking the customer view is the easiest way to find the answer.

Look At Things From a Different Angle.....



There Is a Myriad of Potential Language Options

But Clarity & Consistency Are Vitally Important



Mission, Vision, Values Language



Do You Have Any, If So, What Are They?

Business Strap Line



Do You Have Any, If So, What Is It?

They Have to “Get” It

But You Have To Help Them



Creating The Compelling Pitch

Simple Is Best – For Delivery,
For Clarity, For Understanding



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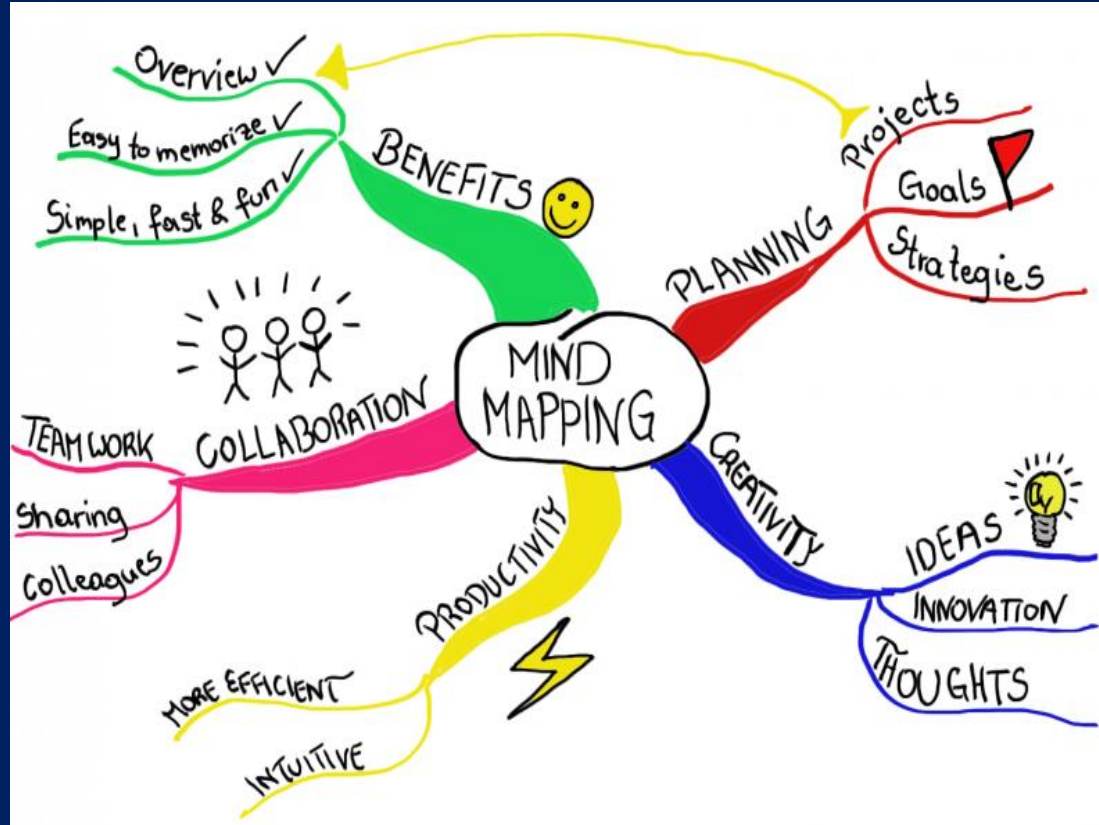
Your Solution

Let's Start To Create The Approach

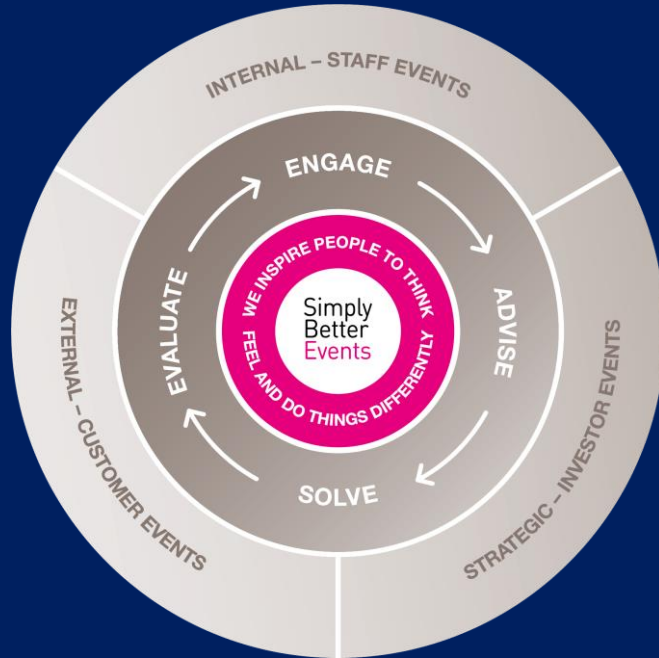


Like Many Things In Sales, It's a Process
Why, How, What?

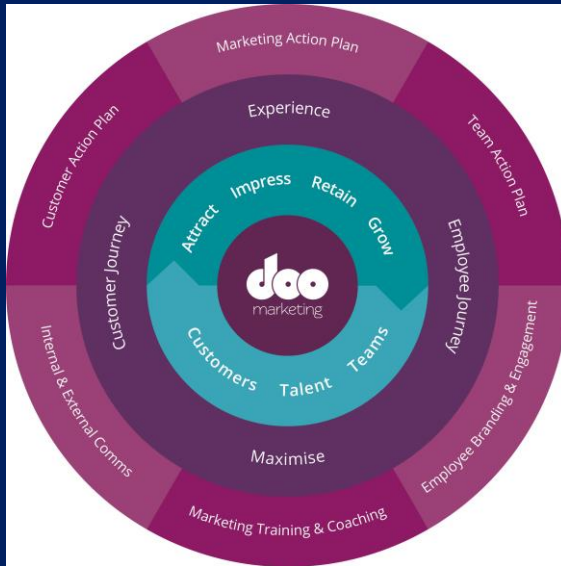
A Useful Creative Tool



A Powerful Case Study



A Powerful Case Study



Your Turn

- **Why** The Impact of Doing Business With You – A Strap Line May Already Work
- **How** The Process by Which You Will Engage Me & Work With Me to Deliver Your Impact
- **What** Your Products, Services or Job Title



The Best Word EVER In A Sales Pitch?





Finally, Your Call to Action

What Are You Expecting Them To Do or How Are You Expecting Them to React?



Summary.....

- You need to understand why you are interesting, relevant & compelling
- You need to cut through the language options & decide on something simple, clear and effective
- You need to make sure that the customer is with you and that they “get” it at each stage
- Remember – challenge, pitch, call to action
- The power of “why” supporting the “how” & the “what”?
- Think John Lennon – Imagine.....
- Create your “pitch”, fine tune it, practice it and then stick to it



Recommended Listen or Watch.....

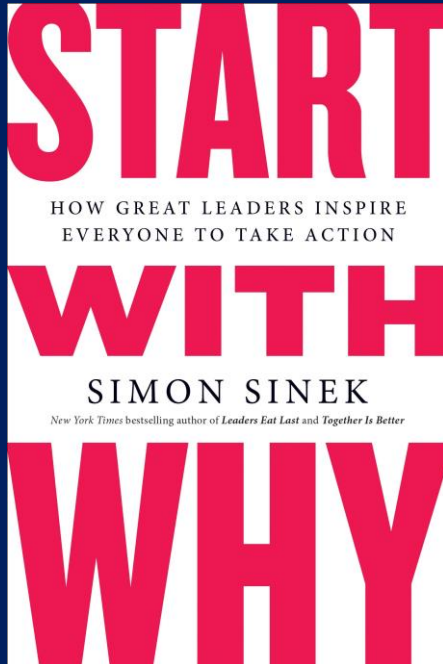


**Check Out Two Related Podcasts
Here**

(Podcasts No.10 & No.14)



Some Other Recommendations



Free Stuff

[Click Here](#)

[Click Here](#)



Nick Bramley & IMPACTUS Group Connecting & Resources

- If you want to connect via LinkedIn, I would be delighted to accept a connection request;
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- To join the exclusive IMPACTUS Group Online Sales Academy Group on LinkedIn – Members Only;
- [Click Here](#)
- If you want to access a host of supporting content, podcasts, top tips, video etc, check out Nick's website – IMPACTUS GROUP
- [Click Here](#)



What's Next?

The 3,3,2 Formation



ONLINE

SALES ACADEMY

 1 Hour high impact

What's involved?

- Creating an Impactful Sales Action Plan
- Running an Effective Sales Campaign
- Maximising Your Customer Touchpoints
- Creating Inspiring Content
- Pitching Your Business
- Pitching Via Zoom
- Negotiating & Closing
- Key Account Development

[Click Here](#)





Sales Academy 6

Pitching via Zoom

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Tuesday 26th May 2020