

Creating a strong sales pitch is crucial for landing a deal, so it's in your best interest to have all the information you need to grab your audience's attention. This includes incorporating eye-catching visuals and ensuring you address your prospect's concerns and pain points.

With this guide, you can learn how to adapt your sales pitch strategy to entice buyers to try your offering.

1. Two-sentence pitch template

This is a one-liner that you always have ready to go for those brief moments of opportunity. It should answer the following questions:

- What is your presentation about?
- What does your startup or product/service do?
- What's your idea?

Example:

My company [insert Company Name] is creating [offering/service/product]. We aim to help [target audience] with [pain point].

2. Phone pitch template

During a phone pitch, be sure to sell prospects on the benefits, not the features. Be upfront about what your product or service lacks, but explain how you're different from competitors and how you can help solve the prospect's problems.

Example:

Hi [Prospect's First Name], this is [Your Name] from [Company Name].

I work with [target audience] in [industry] to help assist with [benefit 1, benefit 2, benefit 3]. I wanted to give you a call to ask you a few questions about [common pain points] and any challenges you may be facing.

I believe our [product/service] would be a great fit for your team—would you like to try out our free trial?

[If the prospect is interested, provide more information on how to set them up with the trial here.]

3. Email pitch template

Email pitches should always provide value upfront, and they need to stand out from the white noise in your prospect's inbox. Send a guide or resource that helps your potential customer overcome a challenge.

Example:

Hi [Prospect's First Name],

I just came across your [blog/website]—love how you [custom].

Our company [Company Name] recently shared an article on [custom] that I thought you may be interested in. I've linked it here [insert link], but also wanted to share additional resources that you and your time may find helpful:

- *[Article/Resource 1]*
- *[Article/Resource 2]*
- *[Article/Resource 2]*

Would you be interested in setting up a call to learn more about the services we can offer you?

Let me know,

[Your Name]

4. Speedy sales pitch template

Practice distilling your company's product or service down to its essence, and stick your pitch to 60 seconds to stay accountable. Remember to focus on your target audience's

end goals. Highlight the benefits they'll experience, not the details of "how" they'll get there. You don't want to waste time explaining the processes behind what you offer.

Example:

When I first began in [industry], I came across a common issue. Customers needed [solution].

For [time period], our [Company Name] has been developing [offering] to help solve:

- *[Problem 1]*
- *[Problem 2]*
- *[Problem 3]*

Our [offering] also offers other benefits such as [benefits].

Try it out for yourself and sign up for a free demo at [insert website URL].

5. Elevator pitch template

A concise sales pitch forces you to explain your product or service in layperson's terms—and in a way that quickly generates interest. Aim to create a 20- to 30-second elevator pitch that answers the following questions:

- What does your product or service do?
- What distinguishes your product or service from others?
- What are your product or service goals?

Example:

Our company, [insert Company Name], is in charge of developing and designing [product/service]. With this [product/service], customers can enjoy [list brief benefits]. We've also helped customers achieve [benefit] by [insert stat]. By [date], we hope to increase [XYZ] by [XYZ]. Is this something you'd be interested in being a part of?

6. Social media pitch template

When cold-pitching products or services to experts and influencers in your field, weave personal details from their public social media bios and profiles into your outreach message. Take a few minutes to check out their LinkedIn, Twitter, or other social media accounts and use the information you find to your advantage:

Example:

Hi [Prospect's First Name],

I just came across your [social media platform] profile through a mutual connection [Mutual Connection's Name] and saw your [media] about [custom]. I really appreciate your thoughts about [custom]!

Since you shared about [custom], I wanted to see if you would be interested in our new [product/service]. With [product/service], customers see an average of [insert stat or data] and experience several helpful benefits, such as [list benefits].

Do you have time this week for a quick chat?

Looking forward to hearing from you,

[Your Name]

7. Sales presentation template

A sales presentation pitch is typically more in-depth than the other aforementioned pitches. The key is to “show, don’t tell”. Consider adding charts, graphs, and photos to make your pitch even more interesting for the prospect.

Example:

[Introduction], we are [Company Name] looking to solve [list problems].

With this new product, [Product Name], you can [list benefits].

[Show a demo of your product.]

[Provide more benefits of your product.]

[Close by letting customers know where to purchase your product.]

8. Follow-up sales pitch template

A follow-up sales pitch can be a phone call, email, or social media message. The point is to get the prospect to the next step (e.g., another conversation or an appointment).

Example:

Hi [Prospect's First Name],

It was really nice meeting you on [date]! I loved chatting with you about [custom].

I wanted to follow up and send over some resources from our team that I think you may find helpful:

- *[Resource 1]*
- *[Resource 2]*
- *[Resource 3]*

We also have a new [product/service] that I would like to share with you—do you have time this week to set up a quick call?

If so, would you be able to chat on [date and time, or range of dates/times]?

Looking forward to hearing from you,

[Your Name]

9. Pain-point pitch template

A great way to find success in sales is by recognizing pain points that many people face and developing a solution. Instead of going deep into the technical aspects of a product, focus on the emotional, real-life benefits of using it.

Example:

For many [target audience], [insert problem/pain point here].

[Relate to the audience with a personal story.]

With [offering], we can help solve [problem] by:

- *[Solution]*
- *[Solution]*
- *[Solution]*

If interested, feel free to check out [website URL] and try out our free demo.

10. Investor pitch template

Sometimes, the best sales pitch is an unconventional one. This may be appropriate if it fits you and your brand's personality. If you decide to go with this approach, get to know your audience fully first, as well as your product and service inside and out.

Example:

My [Company Name] is developing [offering] to help [target audience] with [pain point].

[Add a unique reason why your target audience should do business with you here.]

Visit our website at [website URL] and sign up to receive a free [product].