

Crafting Your Perfect Sales Pitch

GoSkills online course syllabus

Skill level

Beginner

Lessons

20

Pre-requisites

No prior experience needed

Video duration

48m

Estimated study time

48m 32s

Instructor

Amber Lethem

Introduction

1 The perfect sales pitch

Crafting the perfect sales pitch can be challenging when you're trying to accurately predict, diagnose, and accommodate your clients' needs.

Sales Pitch Basics

2 Your sales cycle

The sales cycle you operate within is important to be mindful of as it will influence your approach.

3 Your pitching process

What makes a pitch so important is that it's framed and tailored to meet an audience's needs.

4 Don't be "salesy"

As a salesperson, you'll likely face the stereotypes that your prospects have towards you.

5 Secrets of top producers

Sales is difficult because external influences, rejection, and human error can contribute to an uncontrollably terrible sales results.

Rapid Rapport Building

6 Woo: winning others over

Building rapport is essential for sales success since people like to buy from those they like and trust.

Prime Your Prospect

7 Set the selling stage
Most salespeople rush right into product puking all over their prospects.

8 Check the vitals
Just as a doctor checks his patients' vitals before diagnosing the problem and providing a remedy, a top producer always assesses the entire situation before proposing a solution.

Pinpoint the Pain

9 Discover, dig, display
Top producers help their prospects recognize that the pain of staying the same will be greater than the pain of choosing their products or services.

10 Summarize your findings
Average salespeople use cookie-cutter sales talks that do not feel customized or tailored.

11 Release the pressure
Taking the pressure out of the selling process is a sure-fire way to empower your prospect to buy.

Proactive Objection Prevention

12 Overcome objections
Objections are a natural part of the sales process and top producers prevent them.

Pitch Perfect-ly

13 Customized solutions
After listening to your prospects desires, you must show them that you have their best solution.

14 Tactical testimonials
Prospects appreciate words from another source, such as third party testimonials especially since you have vested interest to close the deal.

15 The greatest salesman
In order to keep your audience engaged, you must be able to evoke different types of emotion and energy throughout your presentation.

The Art of Closing

16

Prevent overselling

One of the most common mistakes salespeople make is "overselling." After this lesson, you'll be able to avoid falling into the "overselling" trap and losing sales for this reason ever again.

Price is Right

17

Proper price positioning

Sticker shock is known to deter buyers if they haven't grasped the full value of your product/services.

Close with Confidence

18

Choice between two positives

Bringing someone to a decision is a service and prevents them from wasting time sitting on the fence.

Answering Back-End Objections

19

Back end objection handling

If a buyer is seriously considering what you have to offer, it's natural for them to have an objection.

Conclusion

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Closing time

Thank you for checking out this course!

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