

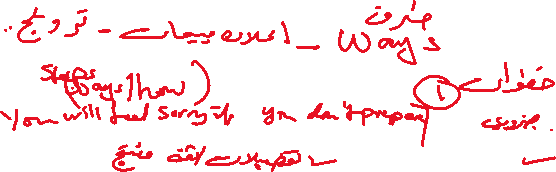
business-today/sales/how-to-make-a-sales-pitch



**Whether you’re selling a new type of toothpaste to a chain of pharmacies, the latest computer software to a school or a new kind of package holiday to a travel agency – you need to know …**



**How to make a sales pitch**



1. **Do your research**



Don't come away from a sales pitch wishing you had been better prepared. It is essential to know everything about your product.  **(1)** Do you know when it was developed, and where it is produced?You also need to know who the target market is – for example, the age group or income of the people who might buy **it.** Not only that, you should know all about the competition – that is, similar products on the market. (2) \_ **Why is your product superior to others and why does it have better value?**



In addition, you should know exactly which people you are speaking to, and what their needs are. For example, if they represent a middle-class department store in a humble neighbourhood, be ready to explain why your particular product would suit customers who do not have lots of money. (3) What makes your product perfect for them? Most of all, you need to believe in what you’re selling, and the best way to do **that** is to use **it**!



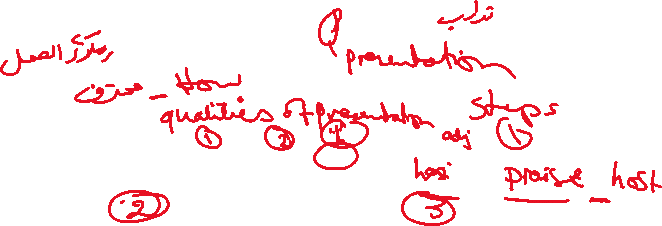
**2. Prepare and practice**



Plan your presentation carefully, not just what you will say, but how you will say it. (4) Will you read **it** word by word, use notes or memorise it? Whatever you decide, it is always a good idea to have a list of your main points, in case something interrupts you, or you simply freeze with nerves (it happens!). Then practise it, if possible in front of colleagues. Make changes and practise it again.



**3. Be professional**



Keep your presentation short and simple. Start with some friendly comments. (5)For example, thank your hosts for allowing you to speak to them, and compliment theircompany. Remember to speak slowly and clearly. It is important to appear confident (even if you’re nervous!) While you’re speaking, don’t keep your head down. (6) **c** Instead, look round the room and make eye contact with your audience. Smile! When you’ve finished speaking, invite questions. If you don’t know the answers, don’t pretend! Thank the questioner and promise to find out the answer (and do it!).



Finally, have a summary of your presentation ready to hand out at the end of the session. I wish I had known all this when I started out in business! Good luck!

