



# 6 STEP TEMPLATE TO INCREASE OUTBOUND CONVERSIONS

SALES ACCELERATION  
**OPERATIX** <sup>∞</sup>

# THE 6 ELEMENTS



## **What makes a good sales pitch?**

We analysed over 500 outbound sales calls in a 6-month period and learned that ALL the best-converting sales pitches included these 6 elements:

1. Why you
2. Who your company is
3. Pain points
4. Benefits
5. Validation and referrals
6. Close

Let's break it down...

# 1. WHY YOU & WHY YOUR ORGANIZATION

Let's be honest, when someone you don't know calls you, the first thing you want to know is "what do you want from me", right?

So, get that out straight at the beginning of the conversation.

You can immediately separate yourself from other salespeople by showing that you have done your research on the person or company you are speaking to.

Useful information like this can easily be found on LinkedIn, Social Media, Data providers or even Google.

***"I know that you are responsible for \_\_\_\_ at your company."***

***"I know you're currently looking at projects in relation to \_\_\_\_ at the moment."***

***"I can see you were recently promoted to the position of \_\_\_\_."***

If you can't find context for the above, then simply say:

***"The reason for me calling is because I know you would be the best person to speak to about \_\_\_\_\_ as I understand this falls under your responsibility at your company. "***



## 2. WHO YOUR COMPANY IS & WHAT THEY DO



This is often one of the hardest parts to formulate in your pitch.

Most salespeople focus far too much on who their company is and what they do.

This needs to be very simple and only needs to be one or two sentences:

***“We are specialists in XYZ and we help enterprises solve \_\_\_\_\_.”***

How would you describe what your company does in a nutshell?

Has someone already figured it out?

Here is a clue: ask the marketing folks. They are great in boiling the message down to what really matters.

THE SIMPLER AND SHORTER, THE BETTER.

### 3. PAIN POINTS

Most technology is born out of the idea that there is a problem you need to solve.

The technology is created to fix the problem, and you should highlight that.

Clearly describe the pains (problems) your prospect is experiencing, which your solution can solve. Keep it to a maximum of 3 problems.

***“The problem companies like yours have is you are likely using multiple products to \_\_\_\_\_. This is not only very expensive but it also means you are not getting \_\_\_\_\_ because of \_\_\_\_\_ and \_\_\_\_\_.”***

If you want to make the pitch more conversational, this might be a good place to add in multiple-choice questions.

Something like:

***“What would you say your biggest challenges are in regard to \_\_\_\_\_ at the moment? Is it more about reducing cost or increasing visibility or both?”***

This type of question cannot be answered with a simple yes or no, and it helps you to qualify that your product/service is relevant.





## 4. BENEFITS

Benefits. Not features.

It's very important to make that distinction.

In the beginning, people aren't necessarily focused on what your solution does or how it does it.

They're more interested in the outcome.

What are the main benefits your product/service will bring to the company you are speaking to?

Will it make them more productive?

Will it make them more efficient?

Will it save them money?

This is the most important part of your pitch.

This is where you will be able to convince the prospect that it is worth their time to look at what you are offering.

***“Our solution uses \_\_\_\_\_ to provide the best and most \_\_\_\_\_ in the market.***

***The main benefits are not only that you get \_\_\_\_\_, but that we can also reduce the time your team spends managing this area by up to 30x, and we can typically save you 40% on costs.”***

If you don't know what the benefits of your product or service are, you will not be able to pitch it effectively.

Try, where possible, to back up what you're saying with facts, figures, and percentages.



## 5. VALIDATION AND REFERENCES

An excellent way of validating what you're saying is to reference companies/organizations who are current customers.

Even better, reference customers who are direct competitors of the company/organization you are pitching.

***“We have been able to help companies like Coca Cola, Pepsi, and Starbucks be much more efficient and save huge sums of money.”***

But remember not to scare prospects with your references.

If you are speaking to an early stage start-up, telling them that one of your clients is Google will scare them — they may think they can't afford you.

So, choose your references wisely and plan before you hit the phone.



## 6. CLOSE

There are varying opinions on how you should close a sales engagement.

What we have found to be more successful is reiterating the benefits and asking the prospects about the value it would bring to their company.

In other words, sell the value of the meeting.

***“What I would like to do is arrange a time in the next few weeks to show you how we have helped companies like yours specifically. What would be the benefit for you/your company if we could save you the kind of time and money I mentioned?”***

OR

***“Would it be worth your time to see what this looks like for you at your company?”***

With a question like this, the prospect is more likely to think about the issues they're struggling with and what they will get from having the meeting you are trying to arrange.

If someone's going to take up their time talking about a service or product, they want to know the time will be well-spent, whether they buy your product or not.

Now you have the 6 elements that the best sales pitches include, you have everything you need to put your pitch together. The only thing that's missing is a narrative - it's got to have a clear beginning, middle, and end. Not only will you create a stellar story, but you'll also have a killer sales pitch.

**Happy Selling!**







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