

# STRATEGIC SALES PITCH



*"When all sales meetings went digital, I noticed that my sales technique was not as efficient as before; building relationships, listening to the customer and asking questions. Now the customer wanted a sales pitch right before they were willing to proceed. I had to learn how to prepare the meetings better, to make a short straight to the point sales pitch that worked on digital sales meetings and to use storytelling to get the customer involved. Using the digital sales process has made sales meetings shorter and more effective. The sales technology to get the customer to co-create during digital sales meetings has increased my hit rate."*

## TARGET GROUP

Everyone who sells solutions and makes sales pitches.

## GOAL

After the training, you will be able to:

- Prepare a digital sales pitch
- Create a powerful digital sales pitch
- Deliver a sales pitch at a digital sales meeting
- Follow up on a sales pitch

Do you want to increase your hit rate and win more deals in your digital sales processes? Do you want to be able to make a sales pitch in 2-3 minutes that makes the customer want to spend time, money and resources on you and your company? The e-training "Strategic sales pitch" gives you the knowledge to make sales pitches in a digital sales environment, tools and training. You will get personal feedback on each part of your sales pitch.

# 10 SKILLS YOU WILL GET TO LEARN

- ✓ How a sales pitch creates more deals
- ✓ How you build a sales pitch, step by step
- ✓ How and where you find the information needed
- ✓ How you analyze the customer's challenges, goals and strategic initiatives
- ✓ How you present a sales pitch at a digital sales meeting
- ✓ How you create a presentation of your sales pitch
- ✓ How you engage the customer in your sales pitch
- ✓ How you ask questions and get the customer to prepare themselves for the meeting
- ✓ How you book customers meetings with new customers with your sales pitch on LinkedIn
- ✓ How you follow up your sales pitch

*Jens Edgren, CEO of Sales Makeover*



## CONTENTS

- The customer's new digital buying journey
- Where the sales pitch fits in the sales process
- The contents of a sales pitch
- Challenge and pain
- Idea
- You as a credible partner
- Success story
- Call to action
- Research, how and where to find information
- The customer's challenges
- The customer's goals
- The customer's strategic initiatives
- The customer's reason for doing something new and their pain

- How you present your sales pitch using pictures
- How you deliver a sales pitch using phone, LinkedIn and email
- How you book the customer meeting
- How you follow up a sales pitch with email and phone
- Extra material

All tasks in the e-training Strategic sales pitch for digital meetings will take about 2 hours to complete.

When you have completed all the tasks in the training and the quiz, you will receive an elegant e-training Strategic Sales Pitch® diploma and course certificate.

## SALES TOOLS

- ✓ Preparations
- ✓ Sales Pitch
- ✓ Template for presentation of the sales pitch
- ✓ Sponsor letter
- ✓ "Strength of salespitch" tool

## GET THE MOST OF OUR E-TRAININGS

To get the most out of this e-training, we suggest that you supplement it with a selection of our other e-trainings and do them in the following order. Here are some of our recommendations for different professional roles:

### FOR SELLERS

New as a seller ▶ Solution Selling Fundamentals ▶ Strategic sales pitch ▶ Solution Selling Advanced ▶ Social Selling  
▶ The art of booking customer meetings ▶ The art of negotiating  
▶ Virtual sales meetings ▶ Virtual sales presentations

### FOR SALES MANAGERS

B2B Sales Management ▶ Social Selling ▶ The art of booking customer meetings ▶ The art of negotiation  
▶ Virtual sales meetings ▶ Virtual sales presentations

### FOR KEY ACCOUNT MANAGERS

KAM: Strategic sales ▶ **KAM: Leading customer teams**  
▶ Social Selling ▶ The art of booking customer meetings  
▶ The art of negotiating ▶ Virtual sales meetings  
▶ Virtual sales presentations

### FOR CONSULTANTS

Solution Selling for consultants ▶ Social Selling  
▶ Virtual sales meetings ▶ Virtual sales presentations



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## ABOUT THE E-TRAINING

Salesmakeover's Strategic Sales Pitch for digital meetings e-training provides knowledge that is quickly translated into new sales capabilities.

### Reflection, Action, Knowledge (RAK)

Each segment of the e-training contains several short videos, with instructions and templates, texts and tasks as well as a reflection. The reflection is shared with everyone who has attended the e-training or within your training group (company-adapted e-training) You will receive feedback on the tasks and reflections from Salesmakeover's certified instructors. The training ends with a quiz and practical tasks where you will apply the gained knowledge in your sales work.

# SALES MAKEOVER

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