

TOP 5 TIPS EVERY EXECUTIVE SHOULD REMEMBER WHEN PITCHING NEW BUSINESS

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It's that time once again; the big meeting. You've passed muster and are finally meeting with a decision maker. So what's the quickest way to "yes"?

As decision by committee becomes more prevalent in business-to-business sales, it's essential to come to the meeting prepared for a wide assortment of concerns and questions. Being proactive and prepared puts your audience at ease, saves everyone time and stress, and helps reduce the sales cycle.

Below are 5 top tips every executive should keep in mind when pitching the next big deal.

ONE DEMONSTRATE RELEVANT INDUSTRY EXPERIENCE

- a. Buyers want to know you genuinely understand their business, its complexities and nuances and have dealt with similar challenges before
- b. Story-telling can be a great way to communicate your expertise – people remember stories and can repeat them easier later
- c. Ensure your team is as experienced as (or more than) you are so they can have confidence in the whole organization

TWO MAKE A COMPELLING CASE TO JUSTIFY YOUR COSTS/FEES

- a. ROI is the name of the game now – be sure to outline your approach, its results and its value
- b. Explain how much time and input you will need from the company so they know what is required to be successful
- c. Share how you can measure success

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**THREE
LEVERAGE YOUR
BRAND AND WHAT
MAKES YOU
DIFFERENT**

- a.** Make it easy for your prospect to summarize what makes you different so they can repeat it to their colleagues making the case to hire you easier.

**FOUR
DRAW PROSPECTS TO
A CONCLUSION THAT
YOU ARE EMINENTLY
QUALIFIED TO
ADDRESS THEIR
NEEDS**

- a.** Highlight your expertise and how it will help the organization realize their goals
- b.** Share your process/methodology
- c.** Outline your team and their and collective experience

**FIVE
SUCCESSFUL SALES
ARE ALWAYS BUILT
ON TRUST**

- a.** Listen to their needs!
- b.** Build rapport with them creating a feeling that they are making the right choice to hire you – remember people buy from people
- c.** Offer peer-level referrals and references