



Perfecting the Sales Pitch: Don't Gamble on the Sale!

Especially prepared for:

**MEETING PROFESSIONALS INTERNATIONAL
NORTHERN CALIFORNIA CHAPTER**

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*“Who shall set a limit to the influence of a human being?”
Ralph Waldo Emerson*

Do something different!

Know Your Core Message

*“If you say three things, you don't say anything.”
Chip Heath & Dan Heath; Made to Stick*

Let me leave you with this one thought: _____

That's it except for this one thing: _____

And this is important for you to remember: _____

1. Hook them

“If it doesn't matter to them, don't bother.” SpeakerSue

- Questions
- Speak your truth:
 - Challenge beliefs
 - Talk about real pain
 - Talk about the elephant in the room
- Use humor
- Add drama

What not to do:

2. Provide your solution, recommendation, idea

- Add your special sauce!
 - How are you different?

3. Conclude

- Return to Core Message

4. Ask for questions and objections

- Be prepared to change thinking!
- Listen for points of agreement
 - You're right and...
 - Yes and...
 - That's an idea and...
- Be prepared to handle anything!

5. Close

*“If you need something from somebody, always give that person a way to hand it to you.”
Sue Monk Kidd, The Secret Life of Bees*

- What next step do you want?
 - If you agree that this is aligned with our strategic initiatives, do I have your approval...?
 - So, what are our next steps?
 - Do I have your approval...?
 - Would you like me to...?

6. Consider “the after taste”

- What do you want them thinking and what do you want them feeling?
- Build connection

Do something different!

Here is what I'll do differently as a result of this session:

