

BASICS OF SALES AND MARKETING



Write a Sales Pitch



For each creative product listed, craft a unique sales pitch. Highlight how the product is useful or enjoyable for the target customer.

Framework to create an effective sales pitch

C - Connect (*Hi, My name is Alex*)

H - Highlight Problem (*People often face [state problem]*)

A - Ask Question (*Have you ever faced this problem?*)

O - Offer Solution (*I have a solution for you...*)

S - Smile & Close (*Great, i'd like to offer a deal*)




