

PITCH BETTER THAN A P.S.A

As a business owner, you never know when that next great opportunity is going to come your way. The key to attracting people to your business is in communicating you and your confidence in what you do and how you do it. Be ready to pitch whether you have 60 minutes or 60 seconds to explain your position using P.S.A.

PROBLEM

Explain the problem that you help solve. Use illustrative language and draw on emotional triggers as you describe your prospect's pain point. Be concise. You should articulate the pain point in 20 seconds or less.

SOLUTION

Introduce your company and your service. Start by thinking through the top three objections people have to using services or solutions similar to you and yours. Then knock down each one, as you introduce your unique value proposition. Draft your solution statement.

ACTION

Give your audience a concrete call to action that will allow the dialogue to continue. What's a small and convenient action your audience can take right now to ensure the conversation continues? Draft your action step verbiage.

Looking for more tips on how to pitch yourself, your services or your business? Grab a free one one one with Marie for individualized help with your pitch at mariedeveaux.com/schedule-now