

# Pitch Structure

The pitch structure follows 5 steps from start to finish. Using these steps will allow you to have a uniform and well-organized format to your pitch when you've pulled over a customer. These steps are:

## Intro – Problem – Solution – Close – Consolidation

### (1) Intro

- This is where you simply introduce what you're representing today. This can start by you saying "Hi I am here from \_\_\_\_\_. Have you heard of us?"
- A few basic facts about the organization should be said

### (2) Problem

- This is where you explain why you're stopping people and looking for support.
- Depending on the organization you're representing, what's happening that your organization is trying to fix? Talk about that!

### (3) Solution

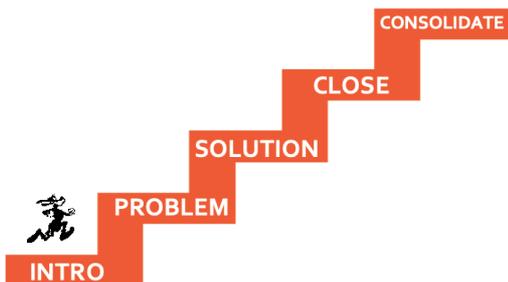
- Tell the customer how your organization helps, and what makes them so great.
- This is where you get to get excited and passionate about the cause and really show why your organization is so great! – Solve the problem you just spoke about!

### (4) Close

- This is the asking question of the pitch. You've presented your organization, you've used your passion, you've asked the right questions to qualify your customer and you're ready to see if they're willing to support. **Connect the solution to money!**
- It can be a simple line like:
  - a. "Does that make sense? Awesome let's get you on board!"
  - b. What do you reckon, let's do this!
  - c. Sound good? Perfect, what's your first name?

### (5) Consolidation

- The signup process is completed and now you and the customer are standing there ... SAY THANK YOU!
- This is where you tell the customer how grateful you are, make sure that before they walk away, you're confident they'll remember how good you made them feel about supporting.
- You can say things like:
  - a. Honestly, I talk to 1000 people a day and getting 5-10 in a day is considered successful ... you're really one of the rare people that takes the time to save another life somewhere in the world! For that... thank you!



Remember, don't try and skip a step in the Pitch Structure Staircase. Always follow the steps in order, or you may just trip up and fall back down a step. Keeping organized will make you more results and earn you, the company and the clients more money!