

SALES PITCH TEMPLATE

Answer the following questions:

CUSTOMER

#1	Who is the target customer:	
#2	What is the major customer need:	
#3	Major customer demographics:	

MARKET

#4	General product/service category:	
#5	Typical competitors:	

PRODUCT/SERVICE

#6	Product/service name:	
#7	Major benefits	
#8	Major differentiator:	

Use your answers to create your sales pitch:

We help { } (#1, #3) with their [] (#2) by using [] (#6). Unlike [] (#5) who provide [] (#4), we help our customer by providing [] (#7). We are able to do that through [] (#8).