

## Practice Your One Minute Sales Pitch

A good one minute sales pitch should tell your audience 3 main things:

1. Who you are and what your business is called
2. What is fabulous about your business/products (and why they need it in their lives)
3. What you want from them (call to action)

### 1. Who You Are

In twenty or seconds or less, you need to deliver your name, your businesses name and what your business does. You don't need to be creative, just give the facts in a clear manner: who are you? What do you do? Where do you do it? A little something like this:

*"Good morning, I'm Kelly, a farmer at Amazing Orchards. We grow certified naturally grown heirloom apples for cider production."*

### 2. Features & Benefits

It's no good to just stand up and reel off your businesses contact details as quickly as possible. Would you feel inspired to buy from somebody like that? Would you be itching to talk to that person more? No, you would not; in fact you would have probably forgotten their name and what they do by the time they have gotten to the end of their pitch! In order to make your pitch stand out from all the rest, you need to peek your audience's interests. You achieve this by telling your audience some of the awesome things your business does. You may need to tailor this depending on the audience you are talking to. Keep this section to 20 seconds or less. Try something like this:

*"We are bringing back into cultivation specialty varieties that are uniquely suited for cider production – varieties that have been altogether forgotten by big farms and industrial producers."*

### 3. What Do You Want?

Everybody at a networking event is there for the same reasons and everyone knows it – however it is not considered correct etiquette to just out right sell; it is considered bad manners and so we must build relationships, be social and develop our trust, in order so that we may sell. To build a relationship with someone it has to start somewhere. You need to invite people to you and develop a call for action within your pitch for what it is you want the audience to do. You could ask an open question, make a statement, use a statistic or tell a joke; so long as it is relevant to your industry and has a call to action attached to it, try something different to reel your audience in. For example:

*"I understand you are in the cider making business, and I'd like to learn more about what you're looking for in your ingredients and see if there's something special we can be growing for you."*