HOW TO MAKE THE PERFECT SALES PITCH!

**Step 1 - Get Their Attention**
This is the first step in any sales process. Develop a good opening statement or headline. This is your first impression. It's critical. And it should be crafted with the utmost care. What you say here determines whether your audience is going to listen eagerly or shut the door in your face. A key benefit helps. "We've just received our largest shipment of pillows ever. Check them out before you leave!"

**Step 2 - Identify the Problem**
You can't possibly offer a solution until you have identified and clarified the problem.

**Step 3 - Build Interest**
The next step is to generate increasing interest from the audience. This must be done by quickly establishing a relationship. Demonstrate that you have a solution to the problem or need. Show the audience how they might benefit by allowing you to go into further detail. "I understand that color matching has been difficult. We may have just the solution you are looking for." You have captured their interest. Now they want you to elaborate.

**Step 4 - Give a Testimony**
In this stage, you introduce some more benefits for the audience by showing how others like them have received benefits from your product or service. "An interior designer came in with the same problem just last week. We custom-made their pillows, affordably, in our back room."

**Step 5 - Validate Their Objections**
At this point the audience's interest has been established and you have given some proof that you may indeed be able to bring this project to life. But you must still validate their underlying concerns about your project. Will you deliver what you promise and stand behind your project?
Step 6 - Create Desire
In this step, help the audience come to a decision about your offer. Revisit their desire for the product or service and help them reach a favorable conclusion.

Step 7 - Move Them to Action
This step is simple yet often overlooked. It is the single greatest reason for lost sales. You must ask the audience to take action now. You can't sit back and hope they will just decide to accept your offer. You must be proactive by asking for the order. Give them an incentive to act now.