



**MENTOR•HER**

# YOUR BUSINESS PITCH

SELLING YOURSELF AND YOUR  
BUSINESS TO CUSTOMERS

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**PUBLISHED ON**  
WEEK FOUR

**FOR**

GROWING YOUR BUSINESS



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# INTRODUCTION

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Welcome to Week Four of the Mentor Her program. From Week Two & Three, we hope you have been able to become clearer about what your business position is and how to make a plan to get to the next level. Whatever your plan, your timeline and your budget, this week and the next is going to be focused on some business basics to achieve growth in your business.

We know that the most important thing for every business is simple: to make sales. You can run all the marketing campaigns in the world, generate huge traffic to your site or interest in your product/service, but unless you can transform these into paying customers those numbers do not matter. As a small business owner, your customers are investing in your product or service. They want to trust you with their hard-earned money and believe that what you do will work for them.

Your sales pitch is the most important thing in convincing a potential customer to make a purchase with you. Whether you're selling to someone in person or through an online platform, you need to demonstrate the real reason that someone will make a purchase with you. The first thing to understand when forming your sales pitch is that your customer is a person. They have complicated lives, with their own jobs and families to look after; they have doubts and beliefs, and many experiences through which they view the world.

Despite all the work you can put in to forming your business model, designing the style, agreeing the price, finding the right language to use in descriptions- your ability to make a sale all comes down to **how you make your customers feel**. Every purchase a human being makes is based on emotion at the end of the day. It's inspired by how they want to feel, look or be. If you can reach someone on an emotional, relative level- even the price becomes less important. To reach customers on an emotional level, small businesses can construct sales pitches with story elements that allows a customer to relate to the business's inception, and understand how they will feel after using your product or service.

The first step to constructing a sales pitch in this way is to understand how you want to make people feel. Consider your Unique Selling Point, what emotions will a customer experience during or after using your product or service? It might be obvious, but it's worth remembering to always keep your sales pitch positive. People act on positive emotion far quicker than they do on a negative, so always inspire ideas of the massive benefits customers can enjoy and the happy emotions this will inspire. The only reason you should be bringing in negative emotions and adjectives in your sales pitch is to exaggerate the feeling and emotions you or your potential customers had **before** your business came along. Maybe at first there was despair, sadness, self-doubt; and **then** your business arrived and there was joy, confidence, thrill and laughter.

To begin understanding how to construct your sales pitch, we need to focus on how someone feels during or after using your product or service, here are some examples:

**CONFIDENT      MOTIVATED      SECURE      BEAUTIFUL**  
**HELPFUL      UNIQUE      STYLISH      EXCITED      HEALTHIER**

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The next step is to transform this feeling into a story that you can relay to customers through marketing campaigns and also over the phone, in person or in video calls that will allow you to close sales faster. Transforming the positive effects of your business into a story pitch is the best way to allow your potential customers to fully understand the benefits of making a purchase with you, it can guide your brand and allow you to close more sales. Your sales pitch may be based on a story that you already have, about why you started the business or how you perceived this gap in the market. But it's important that your story is compelling, and it's something that your real customers can relate to on a day-to-day level.

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# CONSTRUCTING A PITCH

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In the next few pages, you'll find examples of ways to pitch your product or service by inciting customers' emotions. Here are some things to consider when you're constructing your sales pitch:

## TAILOR YOUR PITCH

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You should maintain different sales pitches that you can adjust depending on which customer base you're marketing your product or service to. Just like in marketing, you'll pitch your product differently to a mother of three than a young student at university. One thing to note that if you're pitching your business to corporate companies, keep in mind that they're not going to be interested in the personal emotive reasons of purchasing your product: like how it makes them personally feel or how it benefits them on a personal level. They are guided by emotions relevant to doing a good job in their position like pride, satisfaction, confidence and honor. Generally, they are rewarded these emotions by their superiors and can achieve them by ensuring that the company as a whole does not lose money, that it aligns itself with positive brands, is associated with low-risk and causes only positive results, not negative connotations, from taking on a new product or service.

## KEEP IT REAL, AS MUCH AS POSSIBLE

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When constructing sales pitches, you should draw on your personal real life experiences that you or your immediate family has personally undergone as much as possible. If you have been operating for a while, revisit your customers' reviews and if it's appropriate, reach out to them again to elaborate on their testimonial to use as part of your business story. When you're making a sales pitch, you want to keep it as close to real life and real experiences as possible. Yet, it may be an important aspect to your sales pitch to nurture a bit of hyperbole. If you need to add a bit of fluff or put emphasis on an aspect of your sales story that might not be 100% to the truth- proceed with caution. If you're exaggerating parts of your pitch, always make it realistic, never add in parts of your story that can be refuted or proven otherwise. Also, never exaggerate the positive benefits of your business; if your service didn't transform someone into a world class athlete or a millionaire- don't say it did. If your product didn't solve every woe in yours or a customer's life, don't make that claim. If you do, you're setting yourself up for a fall, as the customer that you're trying to sell to will quickly realise that, instead of relying on the real benefits of your business, you lied to them to convince them to make a purchase and they won't come back to you again.

## INCLUDE COMPETITORS

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Often, businesses are inspired by a gap in the market, or a trait that the industry leaders are lacking. If your business is defined by its comparison to competitors, or the lack of any other solutions on the market, it may be a good idea to bring this into conversation when you're pitching to potential clients. For example, if your small consultancy business has large corporate companies to compete with, you could demonstrate your USP in a number of ways. This could include mentioning that your services are cheaper, that clients have a dedicated team member to work with them from the beginning to end of their journey, that your phone lines are always available for a friendly chat or that you can meet face-to-face in a time and place that suits them. These are all aspects of your business that large corporate companies may not be able to achieve. If you're adding a new element to your business that other companies in your industry are lacking, demonstrate this with real life examples. For example, if your business is defined by its amazing customer service- show how it takes two weeks to get a quote off your competitors but with your business, they'll have a quote back in two hours. By mentioning elements like this in your sales pitch, you might remind customers of a problem they had in the past with your competitors who will see you as the new solution to dealing with this problem.



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# THE SOLUTION PITCH

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Here are some ideas of the ways that you can pitch your business. The Solution Pitch is something that every business has. It's the answer to a simple question that you'll find on every grant application, a necessity in every business plan:

## WHAT PROBLEM IS YOUR BUSINESS SOLVING?

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The answer to this question is the foundation on which you should be building a story around the positive effects and benefits of the use of your product or service. Whether you have a product that is revolutionary in product design, or a stylish new brand that people will be jumping to wear; a coaching service that will change your customer's life or a local business that's simply far more convenient than driving thirty minutes to the next town. The answer to this question could be multi-layered, or different depending on every customer demographic that you have; it might take a bit of consideration or it might be very clear to you straight away.

We need to translate this one-line answer into a story that you can pitch to customers. Consider **why** you began your business: **what** problems did you see that you felt needed to change? **How** did it make you feel when you didn't have your business to turn to, and when you were at a loss for answers?



Here's some very short examples of a problem solving pitch:

### ***For services:***

You had been working in the corporate world for twelve years. Everyday, you made an hour commute into an office and spent nine hours sitting at a table, trying to get comfortable in hard chairs and at low desks that made your shoulders and neck ache. One day, you decided enough was enough and you needed to get a massage to ease the tension. But there were no local masseuses in your office business park and the closest one would mean you'd have to get into your car, get stuck in traffic and waste about three hours of time you didn't have. That's when you decided to come up with RelaxY, a start up business that travels from office to office and massages you at your desk. Your first employee was your neighbour, who trained in the art of Relaxation in a Buddhist monastery in Tibet- together, you have constructed a relaxation technique that is perfect for soothing people in high stress roles for only 30 minutes once a week.

**This pitch demonstrates a relatable feeling of physical pain with the understandable day-to-day issue of busy schedules.**

### ***For products:***

When Covid-19 happened, you lost your job and became a full-time teacher alongside being a mother to your young children. As someone that fits into the at-risk category for the coronavirus, you are adamant that people wear masks around you to reduce the risk of infection. Your biggest problem started to arise when you couldn't get a mask on your four-year-old son. He said it itched his face and that he didn't like it. Having a sewing machine at home, and time on your hands, you took it upon yourself to begin your very own line of masks. KiddieMasky is a children's line of masks that feature Batman, Superman and Spiderman. They keep kids happy, but most importantly they keep everyone safe.

**This pitch demonstrates relatable emotions of having kids in the times of Covid-19, keeping them and yourself safe while keeping them happy, with the added benefit of pivoting a business in an uncertain time!**



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# THE ORIGIN PITCH

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The Origin Pitch is a popular and important sales pitch when you're running a small business, especially when you're operating in a local market. This sale pitch works best when your business is all about You. Whether your business is about your expertise, your passion or your love for your business, the Origin Pitch is something that people can get behind and brings in the very personable aspect of your business. By telling someone your personal journey to get your business off the ground, you're bringing your sales pitch down to the level of your customers, putting it in perspective to their own lives and making them appreciate the hard work that you do. To figure out your Origin pitch you need to consider this simple question:

## HOW DID THIS ALL START?

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Maybe you had a "Eureka" moment one morning, or started doing a hobby that you found a real passion for, perhaps you were thrown in at the deep end in a job that you found you excelled at and decided to use this new experience to begin an independent business. Or, maybe, you were doing something that you had been doing for 15 years and your sister or neighbour turned around and said, "You know, you're really good at that. I would pay you to do that for me."

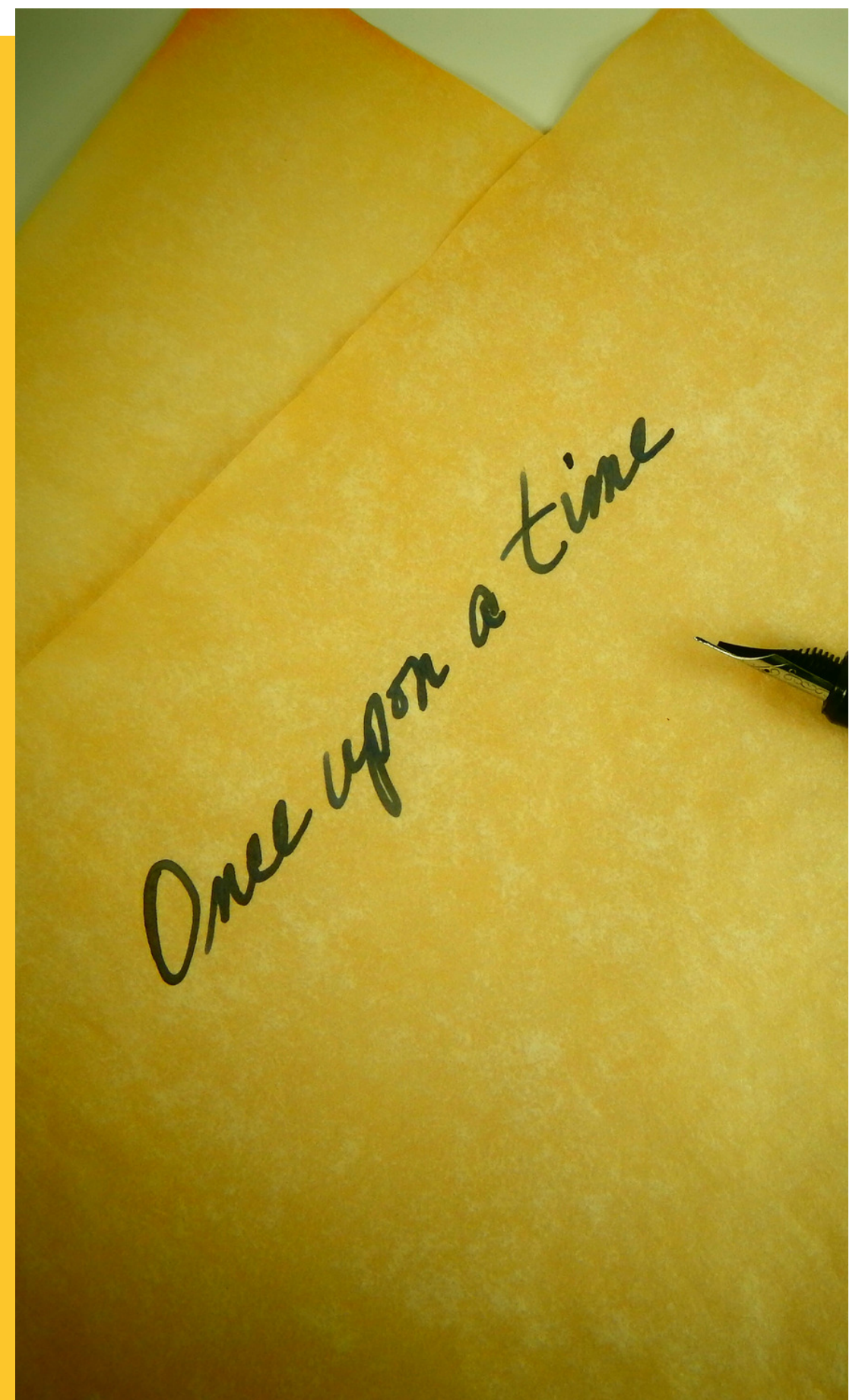
Your business's origin story can inspire others, allow them to get behind you and support you as you continue your business and develop it further.

Here are some brief examples...

You worked as a qualified make up artist your whole life before deciding to take some time out to raise your family. On the day of your sister's wedding, the make up artist she had booked pulled out at the last minute. There was havoc in the hotel, the bridesmaids running around not knowing who would do the bride and their own make-up. That's when you decided to offer up your services and had to quickly re-learn all your techniques with only an hour to go! You got it done in the end and your sister was beaming as she walked down the aisle, a few months later and you had re-purchased new make up kits and had begun your very own business, working for yourself.

**This pitch is a fun and memorable story with a positive outcome, it relied on your expertise and ability to manage chaotic situations.**

You had been working in the civil service since graduating college but never felt like it fulfilled you. Last year, the local parish leader put a call out for people to join the local market on Saturdays for the summer months. Since you were a child, you had been baking soda bread rolls with your mother in your little country house in Leitrim. Seeing as it was a Saturday and you always had the weekends off work, you decided to see if you could still remember the recipe. It worked out amazing on the first go, and you thought that maybe it was a good idea to make some sandwiches out of it. To give it a name, you quickly decided on "Mammy's Sandwiches". On your first day at the market, you sold out in the first hour. Then, you kept coming back for more and more, every Saturday building your business until you decided to take the leap and opened up a local cafe where you still sell Mammy's Sandwiches, that are now stocked in cafes all around the town.



**This pitch is a feel-good pitch of a daughter reinvigorating a family recipe, and pivoting it to become more attractive (sandwiches). Knowing the story, customers will be more inclined to visit her cafe knowing its humble beginnings.**



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# THE SOURCING PITCH

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The Sourcing Pitch is a beneficial way to inspire your customers into making a purchase with you by telling them the origins of your idea. Unlike the Origin Pitch, the Sourcing Pitch isn't based around how or why you began your business, your personal inspirations or your local beginnings. A Sourcing Pitch usually begins from another culture or location, where you discovered a product or a way of doing things that your local or national market isn't necessarily familiar with. It may not be an original idea, but you are the person who brought it to your market and that alone may be an inspirational tale. So, the question some of you may be able to answer is:

## WHERE DOES IT COME FROM?

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**This Apple Pie pitch, elicits a problem customers have in supermarkets- their apples are not Irish and that there's a huge amount of transporting of goods, when people want to rely on Irish, local ingredients they know they can find them in this apple pie.**

Maybe you were on holidays in Budapest and discovered a restaurant dedicated to lángos (a deep fried flatbread). As a lover of donuts and sandwiches, you were in heaven. You felt you just had to share it with the rest of the world! You came back to Dublin and decided to construct a business on this tasty meal that you believe Irish people will adore. Now, you travel all around Ireland to festivals and food markets to share the Hungarian dish that can be enjoyed either sweet or savoury!

**In this pitch, you have at least two stories to play around with. The first, is your discovery of the dish and why you thought you could bring it to Ireland and make it work for the Irish taste-buds, but also the origins of the dish itself, dating back hundreds of years with an intriguing history of its own. Both of which would intrigue a potential customer to at least give the dish a go.**

Another way to deliver a Sourcing Pitch is to demonstrate the local and organic sourcing of your ingredients. Maybe you were out on a Sunday drive with your family one afternoon in October and noticed that there was an apple farm down the road from where you lived. You stopped in to see if it was possible to purchase some fruit and the farmer told you that it was all sent abroad to the UK to make apple juice, but he had insisted that the juicy Granny Smiths worked perfectly in apple pies. This got you thinking about how you loved apple pies and apple strudels as a child. Then you wondered how the local supermarket supplies their apple pies and it turns out they are made from apples that are shipped from Belgium. So, you made a deal with the farmer and began an apple pie business straight from your kitchen, delivering fresh apple pies to your local supermarkets every morning until you bagged a national contract and now you're making pies from Mr. Malone's apple farm for the whole country!

For services, consider where you did (or might have) come up with the idea for a particular service if it was not available in Ireland before your business came along. Maybe you went travelling one year on a retreat to Cambodia to practice Hindu meditation in a temple on the hills of Siem Reap. That's where you were introduced to a new meditation technique of Mindfulness that you haven't seen offered in Ireland. With a coaching company that was already thriving, you introduced this new idea of Mindfulness into your business to help your clients. Like the lángos in Budapest, or Mr. Malone's apples, you have two stories here: your discovery of the technique, and the origins of the technique itself- both could make for exciting pitches, depending on what customer you're speaking to.



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# THE IMPACT PITCH

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Like the Sourcing Pitch, the Impact Pitch is either something you have or something that is simply not applicable to your business. It's defined by a business that can demonstrate a positive impact to the greater good. Meaning that not only the consumer will receive a potential benefit by making a purchase but that they are (also) altruistically donating to the bettering of the planet. This aspect of sales pitching has become a pivotal point for the mission of every and all businesses and companies around the world in recent years with the huge focus on climate change alongside the heightened tension in society. If your business is one that doesn't obviously have a social or environmental impact, it might be a good idea to rack your brains in the future to see if there's any possibility to tie your business in with a positive change, especially if you're interested in scaling to international markets.

## SUSTAINABILITY

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For products and services alike, consumers are extremely focused on the environmental impact of all the things that they consume.

If you have a service that's trading from a location (like a coffee-shop or studio), do you have a way to bring sustainability into your story? Maybe that's through your recycling plan to reduce your carbon footprint or your use of bio-degradable packaging.

If you have a sustainable story for your product, this should be a big part of your pitch and should be demonstrative of exactly how your product improves the environment. If your product is produced locally and needs to compete with cheaper brands on the market, demonstrate at what cost this mainstream product harms the environment. Whether that's demonstrating the carbon footprint it takes to import the product or its ingredients from abroad by air travel, or the environment in which it's produced in; the negative effects it has on other cultures and, if relevant, the possible impacts the cheaper materials may have upon a consumer's wellness. When you can compare this to your product's sustainable sourcing and manufacturing, customers will want to buy from you immediately.



## SOCIAL

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If your business has a social element that allows customers to believe they are bettering society, then you should absolutely bring this into your pitch to make a sale. The social aspect of your business may be that you are helping a minority group succeed, or helping a disadvantaged group to rise up, maybe you are working alongside a charity or promoting altruistic behavior through your businesses' product or service. If this is the case, your Impact pitch should demonstrate the real world results that happen when consumers support your business and make a purchase from you. Like the sustainability element, it's useful to have facts and figures related to your social cause either incorporated into your pitch or mentioned elsewhere so that people understand there is data to back up the problem and the results that your business solution provides.



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*Saying all that,  
now it's your turn,,*

**WHAT'S YOUR  
BUSINESS PITCH?**

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Next Week



MENTOR•HER

# MARKETING

FINDING THE RIGHT WAY TO  
REACH YOUR CUSTOMERS  
ONLINE

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