

Sales pitch template

What problem/need have you identified in your customer?

E.g. Our customer is happy to spend more money on products but only if...

Why is this important?

What solution to that problem/need have you created?

E.g. Because of this 'problem/need', our smoothie is...

What value can you add?

E.g. Our smoothies are also 100% vegan and has added..., our smoothies provide 50% of your daily...

How will your branding attract your customer profile?

E.g. The colour xxx represents..., the name of product suggests..., the design shows...

Do you have a U.S.P. (unique selling point)?

E.g. Our smoothies are the only smoothies in the world that...