

Workshop 9 – creating effective sales pitches



Scottish Enterprise

**Green Heat
Accelerator**

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Objective



- Set out some of the specific sales pitch challenges in first/early sales situations
- Give participants a chance to rehearse their own pitches – and hear from peers

First/early sales – specific challenges



- Does it work?
- How much will it cost?
- Is it really better?
- Will it work in my environment?
- How will problems be dealt with?
- Can I try before I buy?
- What is the process? Who needs convincing?

Early stage sales pitch practice

Take 5 mins to write some notes in line with this flow
Give your pitch in 2 mins



1. Intro – asking about their business, how it is going overall, how they currently do the bit you are interested in (old tech, not addressed at all). Ask about what is going well and what is challenging at the moment:
 - a. Make notes – especially about how your approach tackles problems they face
 - b. Be prepared to adapt your language to fit the terms they use – “tune in” to the way they express things
2. The problem you are trying to solve for customer:
 - a. Explain how you are trying to solve a key problem for companies (or families) – preferably expressed in the way you heard the customer express it
 - b. Describe the improvements your solution brings – what are they, how it does that:
 - i. Do not describe the technology
 - ii. Do not claim more than 1 or 2 benefits
 - iii. Talk about the cost comparison to traditional
3. Describe how it has been tested (if this a first sale)
4. Describe how the challenges/risks of a new tech have been moderated, including:
 - a. Safety
 - b. Insurance/warranty
 - c. Installation and maintenance regime
 - d. Financing
5. Describe how you can try before you buy:
 - a. See pilot site
 - b. Try a demo size version
 - c. Use a portable sled mounted version. etc
6. Ask what it would take to get a trial/sale:
 - a. What is the process?
 - b. Which stakeholders would need to be involved?
 - c. How could you get started?

Questions?



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