

How to Improve Your Sales Pitch



If your business is struggling to increase sales revenue, it may be time to work on your sales pitch. It's easy to think that poor sales are due to prices being too high or a lack of market interest. However, sometimes it simply comes down to your sales pitch. Without a good pitch it can be difficult to persuade new leads to make a purchase. Before you lose another sale, make sure you implement these basics into your sales pitch to improve results:

- **Know who you're selling to** | Prospects don't want to feel like just another random individual being pushed through the funnel. Make your conversations personal to the specific individual you're talking to and their needs. With a [CRM tool](#) you can easily keep a record of each contact or lead and any personal information about them so that all communication can be personalized from start to finish.
- **Don't sound stilted** | A big turn-off to any customer is when the sales person sounds like a robot. If you want to improve customer experience and close more sales, make sure your conversations sound natural when you speak. One way to avoid this is to create talking points, instead of repeating a sales script.
- **Be clear and concise** | As a customer, it can sometimes feel like sales people are intentionally trying to confuse you and, as a result, it can be extremely frustrating. Improve your sales pitch by making sure your conversations are clear and concise. Avoid complicated technical jargon and stick to basic 'need-to-know' essential information to keep the conversation flowing.
- **Care about what you're selling** | This is vital to convincing individuals to buy your product or service. When you don't care about what you are selling, it usually shows. The best way to convince someone to become a customer is to genuinely believe that what you are selling has value. This makes the flow of conversation much more natural and can make an individual feel like they are talking to a colleague rather than a sales person.
- **If you don't know, admit it** | Trying to dance around a question when you don't have the answer will only leave everyone more frustrated. Instead, if you don't know the answer, be upfront and admit it. If it's a quick answer, take a minute to look it up. If not, let the individual know that you can get back to them later with an answer. Either way this shows that you actually care about their questions and concerns.

- **Know when to stop selling** | Once the prospect is convinced, don't keep pushing your sales pitch. This is a major mistake that can actually make someone change their mind. Learning when to stop will help you avoid pushing additional information that the individual doesn't care about.
- **Ask for feedback and take notes** | One of the best ways to improve your sales pitch is to ask for feedback from prospects and take notes. Write down what you did right and what could have been done more effectively. This will help you remember mistakes or slip-ups so that you will be better prepared for your next sale.

When it comes to your sales pitch, practice makes perfect, and you can never be too perfect. The key to being a great sales person is to always look for ways to communicate better with leads and customers.