



Pitch Preparation Worksheet

What is your attention getting opening sentence (or two)? (MEMORABLE OPENING)

What does your company do that sets you apart from other companies offering your product? (DIFFERENTIATOR—Why would I buy from you instead of them?)

What problem does your product solve? (CONFLICT)

How does your company solve the problem? (RESOLUTION)

We _____

What invitation would you issue to a prospective client? (CALL TO ACTION and MEMORABLE CLOSING)



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REMEMBER!

Pitch your solution NOT your product!

EXAMPLES

Memorable Opening

- Role Play—“Oh no, my cell phone died!” Have you ever had an important meeting and right when you are asking for the business, your cell phone dies?
- Statistic—771 million people don’t have clean water close to home.
- Joke—use something appropriate to the audience that relaxes them and gets their attention
- Your Five Word Pitch—“We make hamburgers your way.”

Differentiators

- We have everything you need, and we send it to your doorstep. (Party on Demand)
- Freaky fast. (Jimmy Johns)
- Best delivery on time rate
- 24/7 On Site Emergency Assistance

Conflict and Resolution

Problem

Too many parties, too little time, overwhelmed. (Party on Demand)

Solution

We take the guesswork and legwork out of planning parties. (Party on Demand)

Problem

Need new flooring but can’t stop office production

Solution

With less than an hour of your time on a Friday, you’ll walk into a remodeled office space on Monday.

Problem

Paint never delivered on time. Rush paint jobs. Blemishes in paint.

Solution

Count on a smooth paint job every time with Paint Unlimited guaranteed quality and delivery!

Invitation—Call to Action and Memorable Closing

- Call Party on Demand and relax knowing we’ve got it! (Party on Demand)
- When can we begin to improve your (PAIN POINT) and start (SOLUTION)?

NOTE: Judges want you to also provide a way to contact you as well.