

The background features a large, faint grey shape resembling a stylized bird or a speech bubble. Overlaid on this are three prominent blue circles of varying sizes, each composed of concentric rings of different shades of blue. Thin blue lines crisscross the page, connecting the circles and other points.

# Deliver the Perfect Pitch

Branding and Pitches and Slogans OH MY!

How to move from contrived jargon to a compelling offer for those you are meant to serve.

**The Steady Sales Coach: J. Sheldon Snodgrass, MBA**

In cooperation with

**The CPE Forum**

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# Deliver the Perfect Pitch – Branding & Pitches & Slogans OH MY!

How to move from contrived jargon to compelling offers

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## *Lingo limbo. .<sup>1</sup>*

Remember this: A brand identity positions you in the mind of your clients because you propose unique value that can be summarized in a one minute elevator pitch, and hooked in their memory by your tag-lines and slogans.

Whatever you say, cover at least these three bases:

1. Your target market
2. Their pain and desire
3. Your clear offer of value

Don't sloganeer. Converse, connect and be sincerely memorable. Fill in the blanks.

1. **Target Market.** Define your target market in one sentence. Consider things such as: Who are my ideal clients? How big (revenue, employees, locations, etc.) are they? Where are they? What industries? What demographics, or personal qualities define them?

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2. **Problem:** Articulate the significant problems that your target market faces.

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3. **Outcome:** Describe the outcomes your target market would prefer.

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4. **Proof:** Summarize a story of an actual client moving from problem to outcome.

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<sup>1</sup> Drawn from the books: The Brand Gap, Mirror Mirror On The Wall, Book Yourself Solid, and Guerrilla Marketing





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### *Script it! Now practice practice practice.*

Turn your answers from the previous questions into three scripts you can comfortably use during a conversation, a brief exchange or a quick reply.

*So what do you do? The conversation:*

“You know how (Target)...do/are/feel/struggle (Problems)... What I do is (Process)... So that they (Benefits)... A good example is (Results and Proof)... May I ask you...”

*So what do you do? The Brief Exchange:*

“You know how (Target)...do/are/feel/struggle (Problem)... What I do is (Process)... So that they (Results and Proof). May I ask you...”

*So what do you do? The Quick Reply:*

“I help (Target) + (Results & Benefits) May I ask you...”

Fodder for your script:

1. (Target) “Thanks for asking. You know how some... (Or “Are you familiar with...” “Have you ever...”) Whatever you say, get comfortable identifying your target market in the first sentence.
2. (Problems/Needs) “...sometimes struggle with... (Or “do...” “are...” “feel...”) Be sure to use language that clarifies the problems you help solve, or the needs you help satisfy.
3. (Process) “What I do is...” (Or “I have a process...” “The way I add value is...” Now is your chance to share your USP. Specify your unique solutions or explain how you systematically solve problems and satisfy desires.
4. (Deep benefits) “So that they...” This part is trickier than just stating the tangible results (part five) because often benefits may be intangible or difficult to quantify. Be authentic.
5. (Results. Story. Proof). “A good example is...” This is another opportunity to share the results of your work with real-world, quantifiable evidence.

Example

{Inquiry...} “Thanks for asking. You know how some solopreneurs and sales people struggle with closing more sales more often and worrying less?” {Reply...} “Well, what I do is help them craft and keep accountable to powerful plans for growth by following a simple, four-step process.” {Show of interest...} “We begin by distilling sales challenges to their bare essence and end three months later with not only measurable results but deeper confidence, optimism, and clear direction.” {Further inquiry...} “A typical example is in the most recently published Guerrilla Marketing book in which I’m a featured author. I tell the story of the sales coaching I did with a company called Tech Cavalry that resulted in a 120% jump in revenue, and a 76% increase in profits. May I ask you...” {Conversation continues...}



## Homework

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If you have completed this workbook, congratulations! I encourage you now to schedule a date in your calendar two weeks hence so you can review what you have written. If you have not completed this workbook, schedule two hours in the next week and get started. Remember:

*"We are what we repeatedly do. Excellence then, is not an act, but a habit."* Aristotle

I wish you steady sales.



J. Sheldon Snodgrass, MBA & Certified Guerrilla Marketing Coach

A handwritten signature in cursive script that reads "J. Sheldon Snodgrass".

Helping you worry less and close more sales. Call me if you want help!

My job is to help you develop, prioritize and execute in short term segments, piece by piece, week after week those many tasks necessary for you to achieve your goals - be they six months from now or six years. You get a steady source for loving accountability, focused insight, objective feedback, and high impact action items.

*"Sheldon saved my Practice!"*

Dr, Sue Keller, Owner Strong and Healthy Smiles

*"In 4 months, my firm earned back 9 and a half times what I had invested in the Steady Sales Group. I can say emphatically that Sheldon has made a tremendous impact on my success and profitability in a very short period of time. But best of all is his enthusiasm and entrepreneurial spirit! If you are looking for an individual who can deliver Sheldon Snodgrass is your man."*

Charlie Epstein, Founder, The 401k Coach Program

*"Within seven months, my firm earned a 300% return on investment from the work of the Steady Sales Group."*

Rob Laporte, President, 2disc.com