

# Top tips for writing the ultimate sales pitch

The world of B2B is changing. Recent studies show 20% of B2B salespeople are bringing in 80% of the end revenue, but how? Easy – they’ve abandoned the scripted sales “pitch” and revolutionized the way they look at B2B sales.

Here’s how you can do the same:

**1 Remember, it’s not about you**  
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 Pre-prepared, scripted pitches focus so heavily on product benefits, they miss what is essential – meeting the prospect’s business needs. As **61% of prospects crave relevant, applicable information on the first call** – ensure you’ve done the research to offer them information of value.



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**2 Be a friend**  
 —  
 In B2B sales, a business connection is important, but so is a personal connection; this is what allows your conversations to be memorable, and stand above any competitor noise. **Find something you share with the prospect**, no matter how simple, and use it to pin down that personal connection.

**3 Become a problem solver**  
 —  
 Only **3% of prospects trust salespeople at the start of an interaction** – this is because they’re fed up of being relentlessly sold to. Instead of flogging your wares, try listening to the prospect’s business problems and offer them a set of solutions (which of course, involve your product!).





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### Don't forget to ask

A whopping **85% of opening sales calls never cover the possible end sale.**

Don't try and avoid it- you both know why the call is happening. Ask the prospect if they would look to purchase a product/solution like yours, you'll soon discover valuable lead qualifying information and know your chances – what's not to like?!

5

### Follow up – every time!

A huge amount of opportunities are lost from a lack of follow up action. Whether you choose to do it by phone, email or social media, make it exciting but not forceful – **you want to invite them back in to learn more, not make them feel pressured and angry.**



Why not discover how Lead Forensics can fuel your pipeline with hot, sales-ready leads, by identifying your anonymous website visitors?

With contact details for key decision makers and visit breakdown provided, you can give your follow ups impressive impact, tailored to their needs.

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**GET STARTED**