

DEVELOPING YOUR SALES PITCH

Example and Exercise: Steam Puddings – Old Fashioned Foods

For Supermarket Customers

Who require healthy, single serving puddings

Our award winning low fat steam puddings

Are quick and easy to cook

Unlike the competition, whose steam puddings have higher fat content and take over 30 minutes to heat using conventional cooking methods.

Our product can be cooked in just two minutes in the microwave – is self saucing with a longer shelf life.

Sales Pitch Exercise:

Objective – Develop your sales pitch using the following formula to ensure you hit the right buttons with your prospective buyer or business partner.

For
Who
Our
Are
Unlike
Our product