

# *Startup Success*

## The Anatomy of a Persuasive Pitch

# Startup Success

MODULE 5 // Easy, Effective, and Enjoyable Sales Systems

## The Anatomy of a Persuasive Pitch

Prospect's current situation: \_\_\_\_\_

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Prospect's desire: \_\_\_\_\_

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What's holding them back:

1. \_\_\_\_\_

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2. \_\_\_\_\_

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3. \_\_\_\_\_

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# Startup Success

## MODULE 5 // Easy, Effective, and Enjoyable Sales Systems

The solution you propose:

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How your solution will work:

1. 

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2. 

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3. 

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4. 

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5. 

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6. 

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# Startup Success

## MODULE 5 // Easy, Effective, and Enjoyable Sales Systems

Create trust with credibility:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

You empathize with them because: \_\_\_\_\_

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Create urgency. In what way is your offer scarce?

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Inspirational call to action: \_\_\_\_\_

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