

Pitch-Perfect in 3 Simple Moments

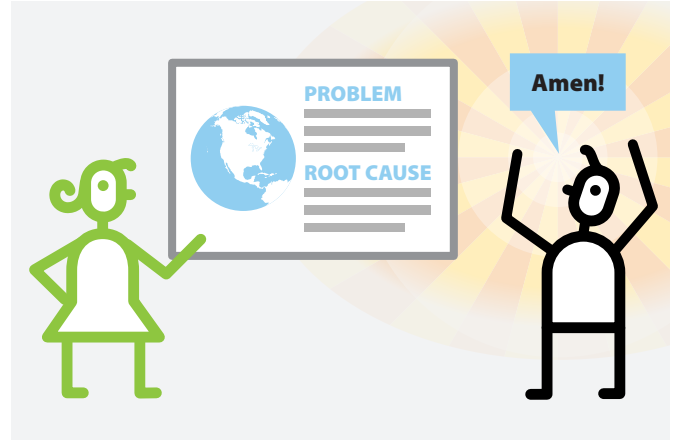
To connect with a potential customer, you need to go on a three step journey. What you say at each moment will depend on your business and sales style, but the desired customer reaction is always the same.

Stage 1: Amen!

To establish credibility and report, you need to create an 'Amen' moment with your customer. Tell them how you see the world, the problems you see people face, and your unique perspective. If they agree (and shout 'Amen!'), you've created a bond and a unifying platform to build on. If they don't, thank them for their time and move on. They aren't the right fit.

Try:

- Coin a name for the problem
- Identify root causes
- Dismiss current solutions

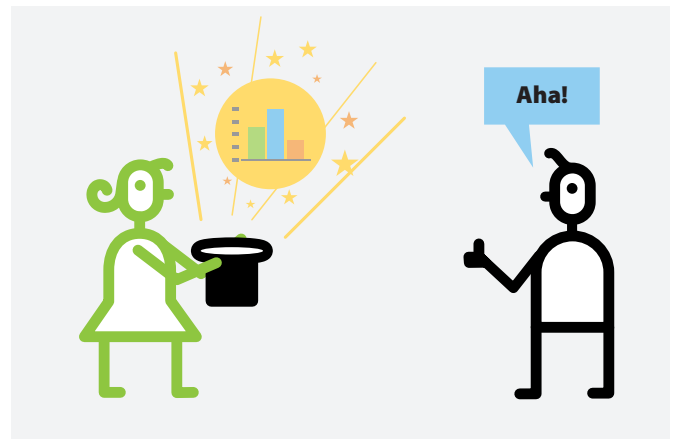


Stage 2: Aha!

Once you've established commonality, turn the tables and surprise them with an 'Aha'. Tell them something they don't know, that confounds their expectations or base assumptions. It could be a quantitative statistic or data point, or a qualitative anecdote from a peer or analogous industry. The key is to show them something they didn't know before, and in doing so, demonstrate your own expertise and value.

Try:

- Frame the problem in a new way
- Expose the size or impact of the problem
- Draw attention to a sub-set of the problem that was hidden or overlooked

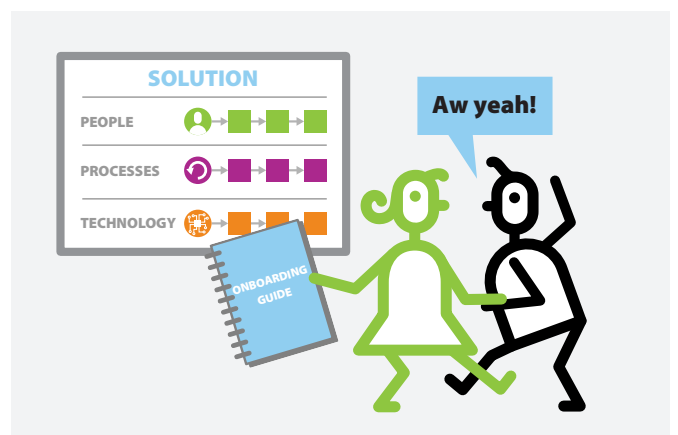


Stage 3: Aw yeah!

With a common bond forged, and some surprising new information introduced, now it's time to reveal a solution that instills confidence in the customer and gets them ready to start with an 'Aw yeah'. Show prospects how you solve the problem: the people, processes, and technologies to use, and what the outcomes will be. Your goal is to assure the prospect that you have a solution that is guaranteed to work and you're ready to go.

Try:

- Show a day in the life of a user
- Expose your "secret sauce" or "behind the curtain" methods
- Share an implementation roadmap on onboarding guide



If you want to learn more about improving the way you connect with your audiences, get in touch at www.thoughtform.com or 412.488.8600.