

# PROFITABLE PRINT RELATIONSHIPS

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## The Successful Print Sales Circle

### Worksheet 26: Elevator pitch and sales letter

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#### Step 1: State your audience

Your elevator pitch needs to engage your target customer. For this to happen, you need to identify with them quickly by stating that they are your target audience. Refer back to the three-point statement you created in step two of video 22.

In the elevator pitch you should state that you work with companies just like your audience and, if possible, name any relevant customers.

**Describe your target audience in detail (you have already done this in video 20)**

**List any similar companies you can name**

Remember, you can have several versions of this introduction depending on the different types of client you are approaching.

#### Step 2: State their pain and solve it

The next stage in a successful elevator pitch is to highlight a relevant business challenge. You should do this in their words. You also need to use the language of pain to show how they might feel about this business challenge. Finally, it is time to tell your prospect how you solve this pain. However, this should be done very quickly: if they are interested, they will ask you more.

The good news is that you have already done this research three months ago.

**Write down your prospect's business challenge (you identified this in step 5 of worksheet 20)**

**Write down any pain words used to describe this challenge from the interview you carried out in video 20**

**Write down how you solve the business challenge (you identified this in step 6 of worksheet 20)**

Make sure you write this down in as few words as possible!

**Write down the results you achieve or data-driven proof (you identified this in step 3 of worksheet 22)**

### **Step 3: State your difference**

It is also important that you show prospects why you are different from other suppliers that might offer the same product or service. Before stating your difference, it is important to say that you *are* different. It is also good to say what other people do instead.

**Write down the difference you chose in step six of video 24**

**Write down how other people work**

## Step 4: Write out the pitch

Now that you have completed steps one to three, you are in a position to create your elevator pitch. Use my elevator pitch as a template:

*“I’m Matthew Parker, Champion of Print at Profitable Print Relationships. I work with printing companies just like yours. Typically, I find that my clients are struggling to focus on sales because of all the other pressures in their roles. I help them achieve profitable new business from monthly sales assignments in The Successful Print Sales Circle.*

*What makes my training different is that I used to purchase print, unlike most other trainers who only have a background in selling. During my career I was sold to by over 1,400 different printing companies so I know what works and I know what doesn’t.”*

I have broken down the elevator pitch in more detail below, so you can see you how it follows the structure that I have described.

### **State your audience**

*“I’m Matthew Parker, Champion of Print at Profitable Print Relationships. I work with printing companies just like yours. [I would make this even more specific, depending on the printing company I was talking to]. My clients include [client name]*

### **State business challenge**

*Typically, I find that my clients are struggling [note use of pain word “struggling”] to focus on sales because of all the other pressures in their roles.*

### **Solve business challenge and state results**

*I help them achieve profitable new business [the results I achieve] from monthly sales assignments in The Successful Print Sales Circle.*

### **State difference**

*What makes my training different [I have stated that I am different] is that I used to purchase print, [here I show what other suppliers do] unlike most other trainers who only have a background in selling. During my career I was sold to by over 1,400 different printing companies so I know what works and I know what doesn’t.”*

### **Write down your elevator pitch**

Now read your elevator pitch back to be sure it makes sense. Give it to somebody else for feedback. If you are a gold member, I am happy to review it for you.

## Step 5: Practice

Your pitch works best when it becomes second nature. Then you will get your message across naturally. And you won't ever forget anything. But to get there you have to practice. Make it a regular habit to read out your elevator pitch. Start by reading the script. Then see if you can present the pitch without looking at the words. It doesn't matter if you don't follow the exact script exactly. You just want to get the key elements over naturally.

If you struggle with remembering, I find it useful to create picture cards. I create an image of the target audience, the business challenge, the solution and the difference. They don't have to be accurate or detailed images. They just need to help you remember what you are going to say. Because you are not using words, you will sound more natural rather than like somebody reading a script.

When you are ready, practice in front of a friend and see if they get the message. Don't use a colleague as they will be too close to what you produce.

## Step 6: Create a sales letter

Now that you have an elevator pitch, it is time to expand it into a sales letter. Here is a sample template that you can use for your sales letter. For this example, I have used the example of leaflet design and printing as well as a doordrop delivery service. The sales letter uses a combination of the elevator pitch and a testimonial that provides data-driven proof and social proof. You created both of these in steps 3 and 4 of worksheet 22.

***Here's how one local take-away improved sales by 12%***

*Dear FNAME,*

***Would you like to improve sales by 12%?***

*That's exactly what [TOWN] based company Tasty Pizza achieved over February and March this year. They welcomed on average, an extra eight customers every day. That translated into around an extra £720 turnover per week. The best thing for them was that it involved no effort on their part!*

***The answer is down to XYZ Printing's door drop leaflet service***

*We provided the copy, design and printing for a set of eye catching leaflets for Tasty Pizza. Then, together with the company, we decided where their typical customers lived. We ensured that every household received a leaflet.*

*The result? 12% more business.*

***Here's what company owner [NAME] has to say about the service***

*"When XYZ Print first approached me about their door drop leaflet service I wasn't convinced that it would create a big rise in sales. However, I decided to try out a small campaign and was impressed by the results. I saw an immediate rise in business. Best of all, many of my new customers have become regulars.*

*I am a busy person. What I liked most about the service was the fact that XYZ Print handled everything for me: they helped me with what to say on the leaflet, designed and printed it for me and handled the delivery. All I had to do was to serve the extra customers.*

*We have now decided to use door drop leaflets as a regular part of our marketing. I would highly recommend this service."*

***Here's what makes XYZ Print different***

*XYZ Print has a deep understand of the demographics of [TOWN]. Many printing companies do not have this same understanding of whom are teh right people to deliver your leaflets to. So they struggle to chieve the same results.*

***Learn the secrets to successful door drop leaflets now***

*Contact me on [CONTACT DETAILS] and I will send you a guide on the five vital secrets to creating more business with door drop leaflets. I will also send you a detailed case study on exactly how we created an increase in turnover of 12% for Tasty Pizza.*

*I look forward to hearing from you!*

*MYNAME*

***PS*** *Remember, this is a strategy does not require you to spend a lot of time organising and implementing. We do everything for you. Contact me now to see how door drop leaflets can work for you [CONTACT DETAILS].*

I have broken down the sales letter in more detail below, so you can see you how it follows the elevator pitch structure and where other elements of the work you have carried out have been added.

***Here's how one local take-away improved sales by 12%***

*Dear FNAME,*

[Data-driven proof]

***Would you like to improve sales by 12%?***

[State target market]

*That's exactly what [TOWN] based company Tasty Pizza achieved over February and March this year.*

[Data-driven proof]

*They welcomed on average, an extra eight customers every day. That translated into around an extra £720 turnover per week. The best thing for them was that it involved no effort on their part!*

[Solve business challenge]

***The answer is down to XYZ Printing's door drop leaflet service***

*We provided the copy, design and printing for a set of eye catching leaflets for Tasty Pizza. Then, together with the company, we decided where their typical customers lived. We ensured that every household received a leaflet.*

*The result? 12% more business.*

[Social proof]

***Here's what company owner [NAME] has to say about the service***

*"When XYZ Print first approached me about their door drop leaflet service I wasn't convinced that it would create a big rise in sales. However, I decided to try out a small campaign and was impressed by the results. I saw an immediate rise in business. Best of all, many of my new customers have become regulars.*

*I am a busy person. What I liked most about the service was the fact that XYZ Print handled everything for me: they helped me with what to say on the leaflet, designed and printed it for me and handled the delivery. All I had to do was to serve the extra customers.*

*We have now decided to use door drop leaflets as a regular part of our marketing. I would highly recommend this service."*

[State difference]

***Here's what makes XYZ Print different***

*XYZ Print has a deep understand of the demographics of [TOWN]. Many printing companies do not have this same understanding of whom are the right people to deliver your leaflets to. So they struggle to chieve the same results.*

[Call to action]

***Learn the secrets to successful door drop leaflets now***

*Contact me on [CONTACT DETAILS] and I will send you a guide on the five vital secrets to creating more business with door drop leaflets. I will also send you a detailed case study on exactly how we created an increase in turnover of 12% for Tasty Pizza.*

*I look forward to hearing from you!*

MYNAME

*PS Remember, this is a strategy does not require you to spend a lot of time organising and implementing. We do everything for you. Contact me now to see how door drop leaflets can work for you [CONTACT DETAILS].*

### **Write down your sales letter**

Now read it back to be sure it makes sense. Give it to somebody else for feedback. Ideally they will be an existing customer or a prospect whom you trust to give honest feedback. If you are a gold member, I am happy to review it for you.

## **Step 7: Share your success!**

You now have an elevator pitch and a sales letter. You are nearly ready to launch your new product or service. Before you launch, however, you need some great visuals to make an even more powerful impact. We will cover this in detail next month before covering all the ways to get your message out to relevant prospects.

For this month, your goal is as follows:

- Create your elevator pitch
- Create your sales letter

Please share them with me.

This month, as there are only two elements to your assignment, there is no activity table to fill in.

How did you find this exercise? Please share your results with us at [circle@ProfitablePrintRelationships.com](mailto:circle@ProfitablePrintRelationships.com) If you come across any challenges you will be able to raise them on the monthly group call. If you are a gold member you can ask any questions privately on your exclusive e-mail address.