

Product Sales Pitch

Define The End-User Of Your Product

For _____ with a problem _____, I will deliver a solution _____ that provides a specific value which transforms his/her current situation _____ to _____.

What Are The Most Three Important Features Of Your Product?

1. _____
2. _____
3. _____

What Is The Most Important Benefit Of Each Feature?

1. _____

2. _____

3. _____

What Is The Functional and Social Advantage Of Each Benefit?

1. Functional _____ Social _____

2. Functional _____ Social _____

3. Functional _____ Social _____

What Pain Points Does Your Product Solve?

1. _____

2. _____

3. _____

How Does Your Product Make Your Customer Feel?

1. _____

2. _____

3. _____

What Is The Main Selling Point Of Your Product?

What Different Application Could Your Product Be Used For?

1. _____

2. _____

3. _____

What Is The Back Story Of Your Product?

What Are The Top 5 Sales Objections and Questions Around Your Product?

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

How Does Your Product Differ From Your Competition?

	Features	Benefits	Application	Price
Competitor 1	1. 2. 3.	1. 2. 3.	1. 2. 3.	\$
Competitor 2	1. 2. 3.	1. 2. 3.	1. 2. 3.	\$
Competitor 3	1. 2. 3.	1. 2. 3.	1. 2. 3.	\$
Your Product	1. 2. 3.	1. 2. 3.	1. 2. 3.	\$

Product Pitch:

Combine all the elements above into a short, conversational, demonstrative, and benefit-oriented product pitch.
