

TAKEAWAY, RESOURCES, AND ASSIGNMENTS

Chapter 4, Takeaway:

- A product pitch is your product features turned into **benefits, social advantages, and relatable stories**.
- You start your pitch by highlighting a **specific difficulty**, or **undesirable results**, then position your product as an easy-to-use and most effective solution.
- Focus on the advantages, and the **different applications** of the product, rather than only talking about the features of the product itself.
- A product story is about converting the implementation of the product into a narrative, highlighting the **customer as the hero**, and the product as the supporting element of the story.
- Leverage the **origin of your product, the values, the heritage, and the overall friendly**

customer experience of your brand in your pitch. (The deal is

in the entire package, not only in the product, make them feel like a member of a larger purpose.)

- Leverage "**before and after**" images of existing customers as **visual proof**.

- Demonstrate slowly a **step-by-step** process of how to **easily, efficiently, and effectively** the use of your product is. (Don't showoff intelligence, don't use jargons, keep it simple: monkey see, monkey do).

- The goal of the pitch is to make the customer consider you, and that happens only if you appear to their interests.

- Value-oriented customers focus on the **functional benefits of a product and the style of the brand** to boost their efficiency and reflect their inner self-image (function and style aesthetics balance).

- Premium customers focus on the **social image and desirability** of the product to boost their confidence and outer self-image (prestige and access over function and self-style).
- People don't care about the tool; they care about the **outcome of the tool**.
- People won't value your product or justify its price unless you demonstrate, teach, and **communicate** the value of your products and services.
- Have an in-depth knowledge and understanding of **your product, your competition's products, your industry, and the market**; this will put you at a competitive advantage over your competition, and position you as the **expert** in the industry.
- Salesmanship is the combination of **product knowledge, positive, optimistic attitude, and the willingness to listen and communicate** the value of your product to people.

Resources:

- Make a habit of watching [QVC](#), and [HSN](#) live for half an hour a day and start observing and learning how they promote and sell their products in action.
- Watch: [Entrepreneur Elevator Pitch Series](#).

Chapter 4, Assignment - Part 1:

Please watch the following videos and highlight:

- The product's most essential features and benefits.
- The product's selling point, what is it they are selling? Is it Comfort? Beauty? Safety? Convenience?
- What proofs have they used to convince the customer into buying the product?

Videos:

[Scrub Daddy Pitch | Shark Tank](#)

[Brightwheel Pitch | Shark Tank](#)

[ShamWow Shammy Towels](#)

[How to Poop at a Party | PooPourri.com](#)

[Fiber Fix | Fiberfix.com](#)

Chapter 4, Assignment - Part 2: Now It's time to develop your product pitch:

- Write the three most important features of your product.
- Highlight the most crucial benefit of each feature.
- Amplify the frustration of the customer before using your product.
- Shoot a simple video showing the application of your product in a simple step-by-step process.
- Teach the customer the differences in using your product, Vs. Other solutions.

You can use facts and visual clues, whatever it takes to justify the purchase and make the customer take immediate action.

Note: Please check the attached files that come along with this week's resources.

Resources for this lecture:

- Product Sales Pitch Worksheet.pdf