

SO, WHAT TO DO NOW? WHY OUR PITCH IS MORE IMPORTANT THAN EVER.

Nathan Williams, Managing Director, Customer Return

What's a Pitch?

A Pitch is a moment when we have a chance to present our case and includes what we say, do and how we present ourselves – if people could evaluate and feel somewhat differently about us or form a new impression of us after a conversation or a meeting for example, then it's a Pitch.

While there are many different pitch moments and opportunities, they include our answer to 'So, what do you do?', presentations to prospects and client meetings - we could be selling our services or simply selling an idea.



Has there ever been a more common, innocuous question which gets answered so poorly?

While our answer affects our ability to attract our ideal clients, too many of us have a forgettable answer which closes the door on our chances of securing them. Whether it's a short response ('I'm a lawyer') which left the conversation nowhere to go, or perhaps an overly detailed answer which risks boring our listener, we often miss the mark when it comes to answering this question.

3 Reasons why our Pitch is now more important than ever

- 1. Clear communication is the new customer service** – ever felt frustrated sitting in a meeting with someone who waffled on, bored you to tears or never answered your question properly? Don't be that person! Our ability to communicate in a compelling manner is our most important asset...do it well and not only will we attract more ideal clients - we'll save people time, add more value and people will thank us for it.
- 2. Trust is at an all - time low** – our ability to confidently demonstrate the problems we solve, outcomes we deliver and why people should buy from us in an authentic manner is critical in gaining the trust to secure our ideal clients. While our customers increasingly want leadership, expertise and authenticity, failing to demonstrate this leads to a lack of trust and too many prospects who 'need to think about it.'
- 3. People are busier, make it easy for them** – our prospects are bombarded by thousands of messages daily and are short on time, spoiled for choice and have limited attention spans. If we can't explain what we do in a clear, concise and compelling manner, then how can we expect others to buy from us or refer us to their network? People are busy, make it easy for them.

Attracting the ideal clients we deserve

Our Pitch is the pivotal moment when we have a chance to present ourselves and is the difference between attracting our ideal clients, or not...so while we can create a lot of value, if we can't communicate it in a compelling manner and cut through the noise, we'll miss out on the ideal clients we deserve.

Founder of [Customer Return](#), [Nathan Williams](#) helps businesses communicate their value in a compelling, authentic manner so they can actually enjoy the sales process and attract more of the ideal clients they deserve.

Nathan will be presenting 'Want More Ideal Clients? Get your Pitch and Product working for you, not against' with [Claire Quigley](#) from [Launch Pad 9](#) for the Sydney CBD Chamber of Commerce in partnership with 100 Mums.

Visit <http://www.customerreturn.com.au/free-pitch-review> to register for your 'Free Pitch Review' or contact Nathan via nathan@customerreturn.com.au or on (02) 9347 2436 if you'd like a stronger Pitch to attract your ideal clients.

Contact Claire via claire.quigley@launchpad9.com.au or on 0400 273 113 if you want to go to market and grow with the right business model and products

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