

***Pitching For The Non-Salesy  
Entrepreneur***

***Checklist***

***Understanding  
Your Prospect***

*What does my customer's  
situation look like right now?*

*What does my customer want to  
accomplish?*

*What are the obstacles in their  
way?*

***Establish Credibility***

*What stories do I want to tell  
my prospects?*

*What data or stats do I have to  
back up my claims?*

*How can I give my prospect a  
taste of my offering?*

***Outcomes***

*What do I want my customer to  
experience?*

*What do I want my customer to  
feel?*

*How does my offering help my  
customer accomplish their  
goals?*

***The Close***

*What are my most common  
objections?*

*What do I want my prospect to  
do if they're not ready to buy?*

*What other questions will my  
prospect have after hearing my  
proposal?*

*These questions will help you craft  
your own sales pitch.*

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