GONG

THE HIGH-IMPACT SALES PITCH TEMPLATE

This 5-point template picks apart the secret ingredients of a winning sales pitch and includes scripts so you can weave it into your emails, calls, and sales presentations. Learn how top sellers frame their offering for maximum persuasive impact and supernatural win rates.

SALES PITCH ELEMENTS

Fill these sections out, then insert them in the scripts below:

The Nexus

WHAT IT IS:

A Nexus is a polarizing insight that changes how your customer thinks and feels about a key problem or opportunity, and can eventually be tied back to your solution.

WHY IT'S IMPORTANT:

For most sellers, the competition is the status quo. Starting with a nexus allows you to tackle the "way we've always done things" head on.

EXAMPLES:

The way we do [X] has changed. Think about [example] – the way we do it has moved from [evidence of undeniable change in the world].

I talk to [Job title] every day and they're often surprised to hear that [polarizing insight]. That means [stakes].

YOUR NEXUS:

The Problem

WHAT IT IS:

What's preventing your buyers from achieving their goal? If you can describe your prospect's problem better than they can describe it themselves, they'll "lean in," and automatically assume you have the best solution.

WHY IT'S IMPORTANT:

People will work 2x as hard to avoid loss than to gain benefits. Focus your messaging on the pain of the status quo rather than on the benefits you can help them achieve.

EXAMPLES:

✗ **Benefits pitch**: You'll have more time to dedicate to other projects.

✓ **Problem pitch**: You'll stop wasting time doing repetitive tasks that are easy to automate.

✗ **Benefits pitch**: Your team can get up to date metrics on their work.

✓ **Problem pitch**: Your team can stop putting off decisions while they wait for metrics.

✗ **Benefits pitch**: Your team can streamline their work.

✓ **Problem pitch**: Your team can stop missing deadlines due to lack of visibility into other team members' work.

YOUR PROBLEM:

The Story

WHAT IT IS:

Your prospect's mind is now ready to accept a new idea. This is where you show them how they win.

WHY IT'S IMPORTANT:

80% of sales decks highlight the vendor as the "hero." Make your story about the customer, with your product as simply a tool that the customer leverages to accomplish their mission.

EXAMPLES:

[Customer] was doing [X]. But, by changing and doing [solution], [Customer] was able to [Intermediary goal] which led to [desired outcome].

Imagine being able to [Desired outcome]. It's hard because of [Common objection], right? [Customer] used [solution] to [address objection] and achieve [Positive result].

YOUR STORY:

The Value Proposition

WHAT IT IS:

This is your "in-a-nutshell" version of what you do, who you do it for, and how you do it.

WHY IT'S IMPORTANT:

The language you use will get you delegated to the person you sound like. If you talk about strategic business issues, you'll get a seat at the table.

EXAMPLES:

We help [Who it's for] achieve [Ultimate goal] by [Solution].
[Who it's for] use [solution] to achieve [Gain] without [Pain].
We help [Who it's for] stop losing [Pain] by doing [Solution].

YOUR VALUE PROPOSITION:

The Evidence

WHAT IT IS:

Evidence comes in all shapes and sizes: a customer story, a list of logos in a similar industry, a recent study. Note: ROI is not considered evidence for buyers and often raises more questions than it answers (How were these calculations made? Are these numbers up to date? What other factors could have impacted these stats?)

WHY IT'S IMPORTANT:

Telling a story with both the "before" and "after" state enables your prospect to come to their own self-discovery about their problem – and your solution.

EXAMPLES:

[Customer] needed to increase sales with equal lead flow and head count. They increased their win rate from [insert stat] to [insert stat] in 6 months, resulting in a [percentage] increase in revenue.

These are all the companies in your space. We work with 17 of them: Up from 4 just two years ago.

YOUR EVIDENCE:

The CTA

WHAT IT IS:

A call to action is a question you ask buyers to confirm that they're ready to take the next step. What that is and how you formulate it depends on the context (early vs late-stage deal, inbound vs outbound lead, high-intent vs passive contact).

WHY IT'S IMPORTANT:

When you make a strong ask, it is met with a resounding "yes" because it cements an understanding that already exists, but hasn't been voiced out.

EXAMPLES:

For cold calls: Does it make sense for me to give you more detail about how we do that?

For cold emails: Are you interested in learning more about [DESIRED OUTCOME]?

For intros: Who would be interested in hearing more about this?

For active deals: Does a call on [DAY/TIME] work for you?

THE DATA:

Asking for interest performs 2X better than any other CTA for cold email outreach. That's because you're selling the conversation, not the meeting.

For active deals, a specific CTA removes friction on the buyer side and turns an open-ended question like "when do you have time to discuss next week" into an easy-to-answer, closed question.

4 SALES SCRIPTS

#1 The Elevator Pitch

Use it on social media (bio), when you introduce yourself, or when you're giving a high-level pitch.

THE FORMULA:

Value proposition OR Nexus

EXAMPLES:

We help [target audience OR key persona] achieve [desired outcome] by [Solution].

Goodbye [Old way]. Hello, [new way].

#2 The Cold Call Pitch

Use this script for outbound cold calls.

THE FORMULA:

Value proposition OR Nexus + CTA

EXAMPLES:

We help [key persona] stop losing [Pain] by doing [New process]. Does it make sense for me to give you more detail about how we do that?

I talk to [Job title] every day and they're often surprised to hear that [polarizing insight]. That means [stakes]. Are you interested in learning more about how we do that?

#3 The Cold Email Pitch

Use this template to start your cold email cadence.

THE FORMULA:

Problem + Story + Value Proposition + CTA

EXAMPLE:

Send to: Decision maker

Subject: **Losing winnable deals?**

Hi [FIRST NAME],

Is [PAIN POINT FOR PERSONA] stopping your team from reaching your [PERSONA-SPECIFIC GOAL]?

Imagine being able to [TOP USE CASE FOR PERSONA] to improve [POSITIVE OUTCOME].

As an outsider looking in, I see one big way where [BUYER COMPANY] can boost your team's performance:

[WORKFLOW] so you can [BENEFIT] (I noticed you recently [COMPANY NEWS])

Does it make sense to discuss [POSITIVE OUTCOME] for your team?

- [YOUR NAME]

#4 The Sales Pitch

Weave this into the start of your demo and when you meet a new stakeholder.

THE FORMULA:

Nexus + Problem + Story + Value Proposition + Evidence

EXAMPLE:

I talk to [Job title] every day and they're often surprised to hear that [polarizing insight].

The problem with that is:

You're wasting [resource] doing [old way].

Take this example:

[Customer] was doing [old way]. But, by changing and doing [new way], [Customer] was able to [Intermediary goal] which led to [desired outcome].

So, at a high level, this is how [Your product] can fix that:

We help [Who it's for] stop losing [Pain] by doing [Solution].

Now, you're probably thinking "great, how do I know it works":

These are all the companies in your space. We work with 17 of them: Up from 4 just two years ago.

Want more data-backed sales tips?

Follow Gong on LinkedIn to unlock the latest data and sales techniques to close more deals.

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