

# Sales pitch wk 7

[Business](#), [Management](#)



Sales Pitch Week 7 Sales Pitch Week 7 Exercise 11 Sales Pitch What idea presentation techniques will you use to:

Link it to the business plan? Using the “selling upwards” change ideas in the organization, manufacturing or service organizations could present innovative techniques that link proposed changes to the business plan through calling a departmental meeting where the sales or service personnel would present new concepts to management. For example, a new product was deemed most in demand to children of identified school-age ranges, then, sales people could propose to market the product in schools and arrange tie-ups with schools’ administration or officers.

Raise the proposal continuously? The proposal could be raised continuously through two approaches: by monitoring the performance of proposed changes and reporting the outcome to management; and by elevating the matter to senior management through performance reports to propose wider target markets (additional schools and universities), as deemed necessary.

Package the issue incrementally? Packaging the proposed new product incrementally could mean recommending increasing either the volume, product sizes, or product variants to the target market depending on performance and demand.

2. What bundling techniques will you use, example:

Tie it to profitability? Bundling techniques mean linking the proposed change to other ideas or issues. In this case, a proposal to market new products to schools, for instance could be tied to profitability by proving to management that the pro-forma financial statements would indicate profits of so much if the projected volume would be sold in a particular time period.

Tie it to market share or organizational image? Tying the proposed launching of a new product to market share or organizational image simply means that by targeting children, the market share of the organization would increase by, say 10 to 20% within the defined time frame. The effect would boost organizational image as patronizing a new product through children in school have potentials for brand retention and repurchase.

Tie it to concerns of key stakeholders? Key stakeholders include shareholders (who would benefit from increased profits and returns), employees (would be motivated with good financial performance), consumers (needs would be satisfied), community (a healthy product would benefit the community in terms of emphasizing proper nutrition that would be derived from the new product which is needed for child development).

Tie it to other issues? The new product could be tied to corporate responsibility and environmental protection. The proposed product must use environmentally promoted packaging materials and be beneficial for the health and proper nutrition of children.

3. What other presentation and bundling arguments have worked well for you in the past?

Selling upwards has worked well in various organizations using presentation and bundling arguments. The effectiveness of this technique has been proven since those proposing changes are directly involved in selling or in being connected to the consumers who relay feedback about the product or service.

Which new ones might you try? One could also try using consumer surveys or using customer satisfaction feedback to solicit information about product

and services and use the results to establish some pattern of improving organizational processes and performance.

4. What barriers do you face in using these techniques? The barriers that one could face in using these techniques are negative response or appeal from senior management; competitors using the same techniques; and the current internal resources needed to implement the proposed changes.

How might these be overcome? These could be overcome through providing analytical tools that would prove that the proposed changes would significantly improve the position, corporate image and financial performance of the organization, both in the short and long-term.