

SAMPLE PITCH STATEMENTS

Sample #1

Gina has a quiet demeanor, but it's because she's focused and determined. She doesn't wade into the politics or gossip of work, she just wants to get stuff done!

She is relentless in his pursuit of new business and never backs down from a challenge. She is driven to be successful and be at the top of his game at all times. Gina needs a little guidance and coaching to get her up to speed with the industry, but after that she will make sure that she is the hardest worker with the best results on your sales team!

- * Worked for 2 orgs that have instilled repeatable processes into her psyche and have made her a Diamond Level winner at XYZ Co.
- * Is currently at 245% to target and sells in verticals like healthcare, retail, manufacturing, automotive and more
- * In the Top 1% of sales achievers Corporate wide at XYZ Co.
- * Build relationships with key decision makers (C- Suite) in companies, leveraging a consultative approach to uncover their unique business needs and positioning products/ services accordingly with ease
- * Has an attitude of positive discontent – never happy with the status quo!

Sample #2

Tony is currently the Senior Director of Sales, Marketing & Operations with a reputable and premium retail/wholesale Banner Group in the consumer/wholesale Tire, Parts, and Auto Service Repair Industry.

He currently has 15 direct senior reports (Sales/Operations; Marketing; Accounting) and oversees and manages all applicable cross functional initiatives for a retail dealer network of 70 locations Ontario wide (approx. 400 employees) with full P&L responsibility reporting directly into the President/Owners.

He has held a Senior Chairman role for the national organization, the Global Automakers of Canada where he was deeply involved in international initiatives, most of which honed in on government regulations. He is also an active member of the AIA.

He has plenty of strategic sales, marketing, and operations experience as it relates to regional, national and international sales/planning/manufacturing/distribution/procurement/pricing/supply chain/retail/associate/corporate account management with a very robust financial acumen.

He is very familiar with current market trends and currently fosters deep rooted relationships with most if not all major national & international OE manufacturers & suppliers on a day-to-day basis through strategic partnership at a senior capacity.

He has corresponded directly and indirectly with comparable manufacturing companies such as ABC Group, Magna International, Husky, and Kemflo just to name a few.

Tony considers himself a reporting & financial guru. Leveraging data by means of dissecting and then digesting it in a manner to showcase shortfalls and opportunities is a very strong component of overall success both personally and from a leadership standpoint.

He has developed and implemented business plans, key core programs (sales & aftersales), CRM systems, and eComm platforms amongst a plethora of other initiatives.

Tony has managed, developed and directed teams (in house and remotely) in excess of 50+ people and dealer groups of up to 200+ locations nationally with much success as his work ethic hones in on concise objectives, a consultative approach and open-door policy.

He has also had P&L responsibility of up to \$175M and have yet to be unsuccessful with sustenance and growth.

Sample #3

I created and currently manage our Customer Success team (I oversee Sales, Marketing, CS, and Talent). When we were a smaller company, I along with the other sales reps would act as the Customer Success Managers and Account Managers.

As we grew, I started a CS department. Now I have a team of 4 CSMs and Account Managers that support our existing accounts. Their job is to 1) ensure our customers are supported and act as their champion within Volante, 2) upsell and cross-sell products and services, and 3) retain and renew our customers. We have less than 1% customer churn annually even through COVID.

I've never done mass-hiring for our sales team. I have led mass hiring for our organization (20+ new hires within 4 months in all functions), as our recruitment team does also reports to me.

We were able to grow our revenue to \$20+ MM with 6 sales reps, 1 channel/partner, and 4 CSMs. I believe in recruiting, hiring, and developing top talent where one of each person is the equivalent to 3-4 average reps/personnel.

Sample #4

- Customer Success – created the KPI's/strategy and grew the team to over 40 people (was 5 two and a half years ago) – Current Profit Margins are over 30% on that division
- Took a team of 5 sales people to 20+ in multiple countries where the teams were losing money from \$500,00 USD to over \$2M USD within a year in a Startup based environment, but has also grown revenues into the multi-millions of dollars.
- SaaS based environment: over 5 + years, including working for a construction based software company called Blah.