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## how to run a pitch



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## frame

Prospects like clarity on the call and the quickest way we can show respect to their time is by setting expectations at the beginning of the call, giving them a brief understanding of the agenda of the call and guiding them through the process.

- ✗ Take control of the call early on so that you can steer the conversation, don't let the prospect dictate how the call is going to go
- ✗ Keep the niceties to max 1 question; don't waste time on talking about the weather etc. 1 break-the-ice question to build rapport is good to go!

Here's an example of a frame:

**"Thank you for joining me on the call today, I'm looking forward to learning more about you. The way I like to run these calls is to find out a little more about your [insert specific situation], then if it's something we can help you with, I'll point you in the direction of the right offer and we can see if we're a good fit. How does that sound?"**

### why this works?

- ✓ You sound like a leader, not a follower
- ✓ You relieve their fear that this is going to be a sales ambush
- ✓ You give permission for a "no," which ironically makes a "yes" more likely
- ✓ You provide them clarity and manage expectations early on

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## listening phase

This is THE most important part of the call, your responsibility here is to be curious, objective and genuinely helpful to guide your prospect to identifying their core challenges and pain points. You'll want to build a bank of powerful questions to have up on screen with you while you're conducting this phase. Come prepared with questions specific to the prospect to show them you've done your research prior to the call.

- ✗ Don't rush this part, if you've got them talking, keep them talking - this is where the Gold is. Allow 30-40mins of the call for this
- ✗ Don't make any assumptions; avoid the urge to finish their sentence and allow them space to fully respond
- ✗ Avoid closed questions, make sure your bank of questions encourage thought and deeper responses

## how to hold space

- ✓ Don't interrupt. Even if you hear "the thing," let them talk it through.
- ✓ Let silence sit. If they pause, don't jump in — some of the best insights come after a beat.
- ✓ Reflect back. Say things like, "So it sounds like you're feeling stuck around X — is that right?"

**This is about connection, not interrogation.**

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## powerful questions

### understand their current position

**“Tell me about where things are at right now – what’s going well, and what’s feeling off?”**

**“What’s been the biggest frustration or bottleneck lately?”**

**“What’s feeling heavy or unsustainable in the way you’re currently doing things?”**

**“Have you tried to fix this before? What happened?”**

### explore their desired future

**“If this were solved, what would your day-to-day look like instead?”**

**“What would success look like in the next 3–6 months?”**

**“If I gave you a magic wand and you could instantly change three things – what would they be?”**

### understand motivation & urgency

**“Why is this important to you now?”**

**“What’s at risk if nothing changes?”**

**“What’s driving you to look for support instead of trying to figure it out alone?”**

**“What happens if this problem is still here in 6 months?”**

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## powerful questions

### uncover and roadblocks and challenges

**“What’s been getting in the way of solving this before now?”**

**“What’s stopping you from just doing [insert obvious next step]?”**

**“Have you worked with anyone before to help with this – how did that go?”**

**“Are there any hesitations or concerns that come up when you think about solving this?”**

### explore their desired future

**“Does that sound true to you, or is there something I’m missing?”**

**“What would make this process feel really good to you?”**

**“What kind of support are you actually looking for — accountability, ideas, strategy, someone to take the work off your plate?”**

**“What do you already know about yourself that’s going to make this work or get in the way?”**

### golden question

**“If we were to work together, what would success look like to you from our partnership?”**

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## finding the gap

This is where you take everything you've just heard and mirror it back to your prospect clearly, confidently, and compassionately. Your goal is to show them:

- 1** You understand what they're dealing with and demonstrate that you've listened and heard their problem
- 2** You can name the real problem, not just the surface symptoms
- 3** You can see the gap between where they are now and where they want to be

**Summarise** what they told you in your own words

**Check for accuracy** by asking, "Did I get that right?"

**Ask follow-up questions** to deepen your understanding and amplify the pain or urgency

**Call out the gap** between where they are and where they want to be




**Highlight the consequences** of staying in that gap - time, energy, confidence, money, fulfilment

**name the gap with clarity and compassion**

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## solving the gap

Only now, is it time to start pitching your offer to the prospect. You should know enough information about your prospect that you can talk exactly to the pain points that you can solve with your offer.

-  You are not showing them everything that you can do, you are only showing the exact aspects of your offer that solves the problems they've displayed. Avoid overwhelming them with irrelevant features and benefits.
-  Offer a case study and describe a previous project where you've helped a client in the exact same position and achieved the desired outcome.
-  Be tangible with the outcome of your offer. Avoid fluffy terms like "you'll gain clarity" instead say, "you'll leave with a sales system that helps you to reach out to 400 new prospects every month"

### the formula

1. Connect your offer to what they've just shared
2. Explain the process or container you use to solve it
3. Share the outcome they can expect - in their own words
4. Ask if that sounds aligned / like a fit

**Bonus Tip: Have a pitch deck ready to share for additional visuals if it will help describe your offer**

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## CTA

If your offer is a one-pitch close, now's the time to ask for the sale. Not all products/services will be closed on the first call - if this is you, you never leave a call without booking the next one and making sure every necessary decision maker is included in the next call.

### if you're closing on this call...

#### **Confidently Invite the yes - or a clear no.**

I like to make this fun, you can say something like:

"My aim on this call is to have you at a full-body YES, excited and ready to work together. If that's not you, that I'm happy to help you get to a clear no, but there's nothing more painful than sitting in the middle"

#### **Here's a simple, respectful, and effective way to wrap up your pitch:**

"How does that sound to you - is this something you'd like support with?"

If they say yes: start to walk through the next steps

If they're unsure: go back to the finding the gap stage and ask for further clarity. Walk them through their uncertainty.

**Want help refining your pitch or booking more calls?**

**This is what I help female founders do every day:**

✨ **Build clarity around their offer**

☎ **Book out their calendar**

✨ **Pitch with power - without feeling pushy**

**Book a call to start your sales journey.**