



StartUp
Mendocino

BUSINESS ACCELERATOR

2025

Mastering Sales and an Authentic Sales Pitches



Agenda

- Updates
- Sales Process
- Sales Pitches
- Next Steps



“In the end, Marketing is all about creating a brand that catches the attention of your target market through channels they use everyday.”

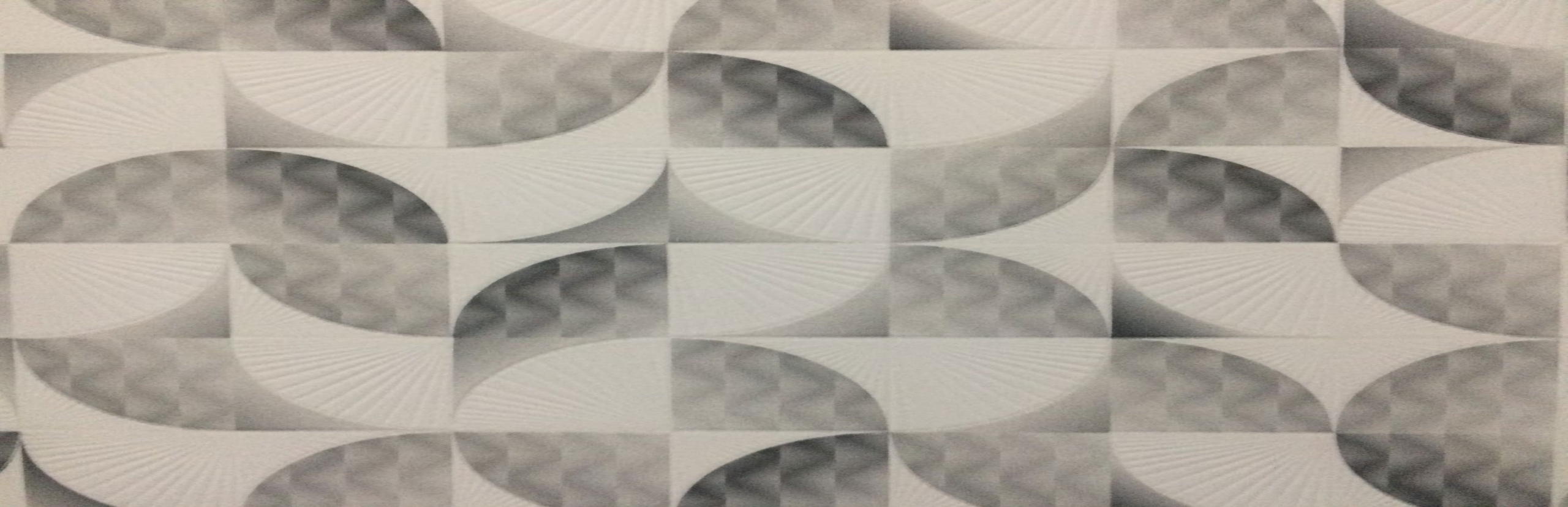
-M. Gerber, *The EMyth Revisited*



LIVE,
WORK,
CREATE

Updates

[WESTCENTER.ORG/STARTUP-MENDO](https://westcenter.org/startup-mendo)



Breakout Session

[WESTCENTER.ORG/STARTUP-MENDO](https://westcenter.org/startup-mendo)

What is a Pitch

Any time you present your business or product to a prospective and interested party. This could include someone interested in buying your products or services, your business or future investors. A pitch presentation will include the relevant information needed for the result of the pitch.



Audience

Who is your audience? What result do they want from hearing your pitch? Gather as much demographic information you can and use it to influence the content creation, delivery channels and timing.



Structure

There are three types of business pitches; elevator pitch, sales pitch and investor pitch. While tweaks and changes will be made as you make innovative discoveries about their effectiveness, these should be documented, organized, practiced and delivered consistently.



Elevator Pitch

When writing your elevator pitch, your audiences demographic data may be unknown and part of what the pitch is discovering; Is this a target market client that you are talking to? Because of this, a more generic approach must be taken.

Start with who you are, the companies name and short description of what you do, share your brand commitment statement and the products and services you offer, always ending with a call to action.

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Sales Pitch

Your sales pitch should be designed to create customers, not just sales. The sale will be the inevitable conclusion you have something to fill their need. Your sales pitch will ensure everything is covered.

What is your greeting?

How do you repeat the emotional message?

Determine Customers Needs?

Present Solution?

Offer Product?

Transact

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The word "INVESTMENT" is spelled out using ten white, rectangular letter tiles with black capital letters. The tiles are arranged in a single horizontal row on a light brown wooden surface with a visible grain pattern. The letters are I, N, V, E, S, T, M, E, N, T.

Investor Pitch

The presentation business owners create for investors. This could be at start up or anytime you need resources to grow your business. The Investor Pitch, depending on the audience, will include elements from the business plan, marketing strategy and financial forecast to showcase necessary information to show business strategy and opportunity.

Investor Pitch Topics

There are 15 key areas of interest that an investor wants to know about your business when thinking of investing.

Success Tip: The delivery strategy is just as important as the presentation itself. Identify the communication channels, style and sensory style that will define your pitch and make it stand out against your competition.

Investor Pitch Contents

- Customer Need
- Product Solution
- Business Model
- Target Market
- Value Proposition
- Timing
- Trends
- Team
- Competition
- Intellectual Property
- Go-To-Market
- Final Projections
- Funding
- Terms
- ROI

Tips and Tricks

Can you feel your brand in your presentation?

Do you understand what you are presenting?

Who are you presenting to?

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A close-up photograph of a workspace. In the foreground, a smartphone lies on a dark surface, its screen displaying the text 'PUT IN THE WORK' in a bold, black, sans-serif font. Behind the phone, a white ceramic mug filled with a light brown beverage sits on a wooden surface. To the left, a blue pen rests on a stack of papers or a notebook. The background is dark and out of focus.

Prepping Your Pitch

1. Introduction (30-45 seconds):

1. Who are you? (Introduce yourself clearly)
2. What problem are you solving or need are you addressing?

2. Body (1-2 minutes):

1. Present your solution or key offering.
2. Highlight your unique selling points (what sets you apart).
3. Provide any important data or achievements (if applicable).

3. Conclusion (30-45 seconds):

1. Call to action: What do you want them to do next?
2. Close with a memorable statement or question.



Next Steps

- Elevator Pitch; Documented, Practice

THANK YOU FOR BEING PART OF



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