



PITCH PLAYBOOK

100% BUDGET COMPLIANCE/ACHIEVEMENT

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INTRODUCTION

This pitch is taken from the book "Start With No" by Jim Camp. By using his pitch, I have achieved **at least 100%** budget achievement every month since I joined the GetAccept team as a Business Development Representative back in January 2020.

It all started when my former colleague, Veton Kastrati, read the book and tipped me about this pitch. The book is first and foremost about negotiating, whether as it relates to our professional or personal lives through our daily interactions. .

Jim Camp's keypoint in any negotiation is to give the person you're talking to the opportunity to say no, which shouldn't be taken personally, even if it hurts a little. When you give customers the chance to say **no**, they will lower their shoulders and you can start to gain valuable information to continue the conversation. You are able to build confidence in the person you are talking to.

In my daily work on the phone, I am in direct contact with potential customers. I have been interrupted by customers while giving my pitch and often am asked to contact them at a later time. On other occasions, I have been asked to send them an informative email with a summary of our product and the problem we solve. By allowing the prospect to defer, we reduce the chance of the person cutting the conversation short and allows us to address any concerns or questions. It gives us a better fighting chance to take the sale to the next step!



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THE GOLD MINE

Hi there! This is Xxx calling from Xxx.

Hello...

Do you have a quick moment to talk?

I guess I have a minute or two.

Lovely! Before I explain to you what (name of your company) is and what my intentions are with this phone call, I just wanted to share that I have a little information about what X can do for you and your company. If it sounds interesting to you, that's great and I'll be happy to help! If not, that's totally fine too!

Does that sound ok with you?

IF YES

(PITCH)

IF NO

Ok, is there any special reason for that?

What is marked with an **X** above can be changed to suit your company and industry. You got plenty of opportunities to be creative and make changes to the pitch, but the essence is to keep it short and concise while giving the customer the opportunity to say no.

If they say no, then you have the opportunity to actually get an answer as to why they chose to say no. Maybe it's bad timing? Maybe he/she isn't the right person to talk to? There are several answers to these questions. If the customer interrupts you and responds with a blank no, you've simply saved yourself 5 minutes of pitching to a non-interested prospect.



KEY TAKEAWAYS FROM JIM CAMP

The best negotiators:

- Aren't interested in "yes"—they prefer "no"
- Never rush to close, but always let the other side feel comfortable and secure
- Are never needy; they take advantage of the other party's neediness
- create a "blank slate" to ensure they ask questions and listen to the answers, making sure they have no assumptions or expectations
- Always have a mission and purpose that guides their decisions
- Don't send so much as an email without an agenda for what they want to accomplish
- Know the four "budgets" for themselves and for the other side: time, energy, money, and emotion
- Never waste time with people who never make a decision

Source: Jim Camp, *Start With No* (New York: Crown, 2002), 4-6.

TONE FALL

An important part of this pitch is the way it works. Don't rush through it, but don't spend too much time either. Approximately 20 seconds is perfect! You need to sound determined and confident. I practiced several times by myself before I started calling customers and polished this pitch. A good tip is to look at yourself in the mirror while you say it all.

WHEN SHOULD I NOT USE THE PITCH?

The pitch may not always fit into all situations. I don't use this method if the person I'm talking to says "What is this about?" or something that may indicate that the person is stressed or hasn't got much time. You will quickly pick up when the pitch doesn't fit into their schedule.

LAST WORDS

"Why should I change my pitch?", I thought to myself the first time. Think about how many salespeople there are in the world and how many C-level executives are out there. I switched to this pitch because I wanted to stand out from other sellers, while also creating more enjoyable conversations and dialogues!



Thank you for your time! If you have any questions or would like more tips and information about GetAccept, feel free to contact me at: branislav.eric@getaccept.com

– Branislav Eric