

RPG

PRIORITY PITCH

CHALLENGE

OVERVIEW AND PROCESS



RPG

WHAT IS IT?

DO MY PEOPLE HAVE THE ABILITY TO GET IN EARLIER AND AT A HIGHER LEVEL?

This is the very specific question we wanted to help our clients answer when we set out to build the Priority Pitch Challenge. Consider this, if you asked ten people in your organization to explain why a prospect needs your products or services, would any of them match? More importantly, would anyone actually get it right?

Now, you've got an easy way to capture and evaluate one of the most important tools any prospect-facing member of your team wields ... an elevator pitch.

Never underestimate the power of a pitch that doesn't connect. In a world where selling is harder than ever, your people have only one shot to get it right or they'll be left behind. Can they capture and keep attention? Can they convince a skeptical prospect with "no time" to listen?

What do you think they will say?



HOW IT WORKS

1



We'll work together to determine key phrases and gather some other info about your company.

2

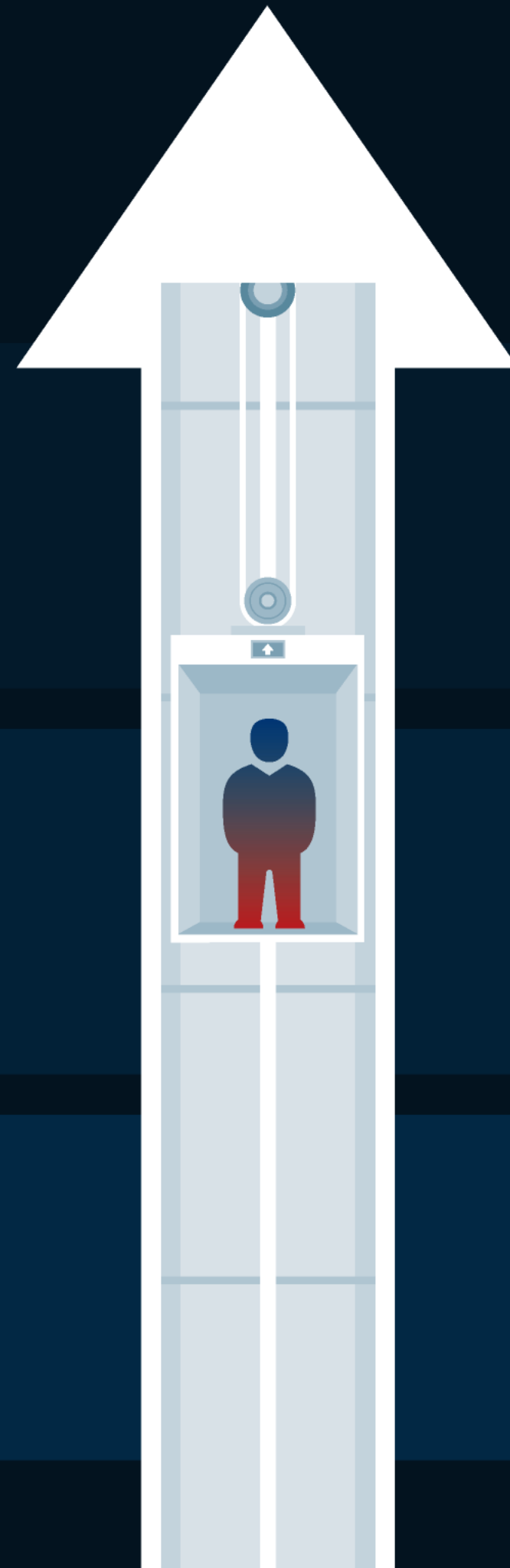


We'll send out invites to the team members you specify to explain what we're doing and how to do it.

3



Once logged in, team members are asked to deliver a pitch on camera and explain why the prospect should buy now, from them.



Once submitted, each pitch will be analyzed and scored based on factors such as quality of delivery, content presented and time to complete.



4

We'll meet to discuss our findings and provide you with insights on your team's ability to create priority.



5

We'll provide recommendations and prioritized next steps to impact future revenue.



6

BACKGROUND

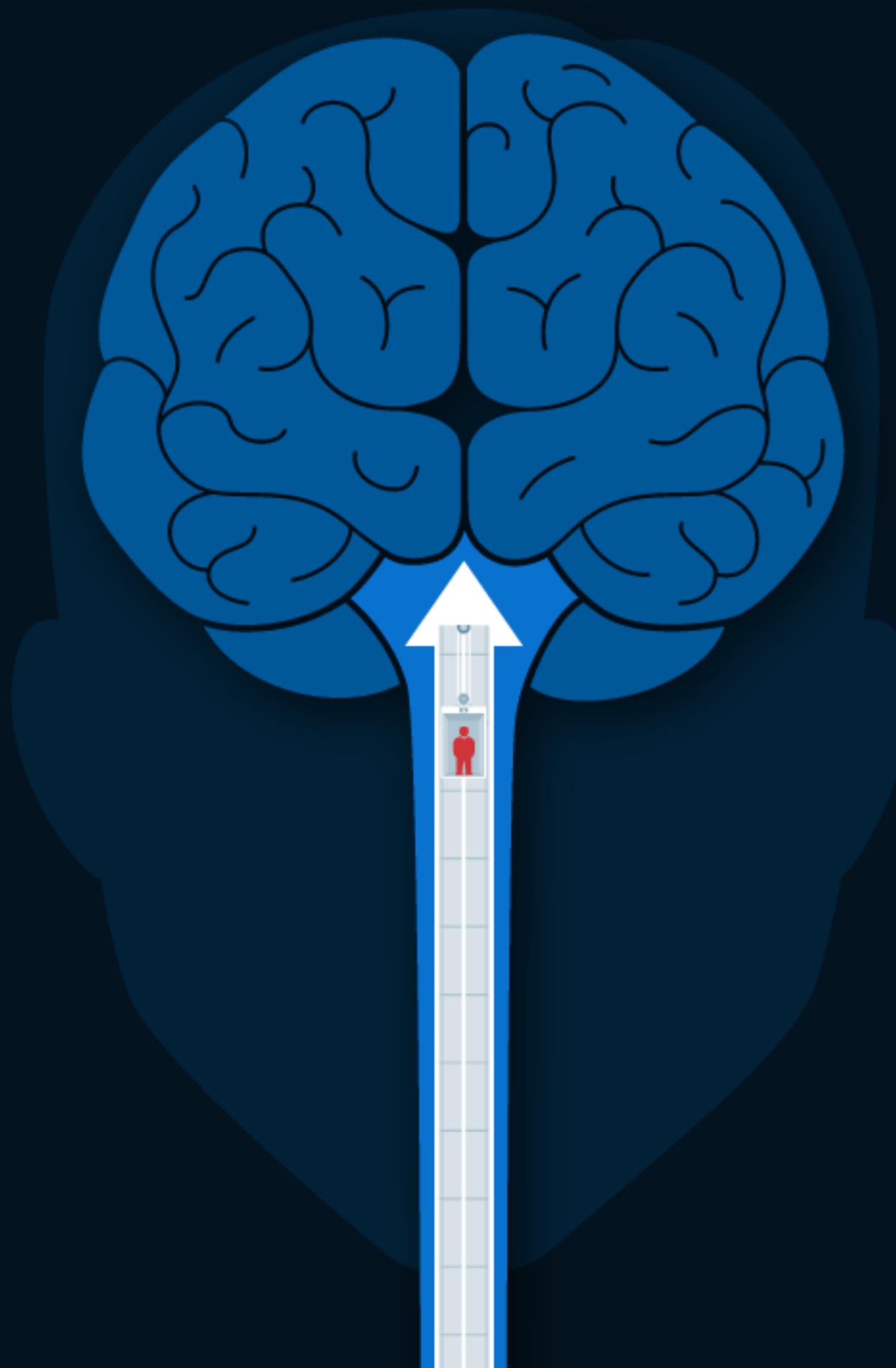
YOUR MOMENT OF TRUTH AWAITS

In the past, salespeople were the only source for any information about a product. Today's prospects show up informed and they don't need general information, they need real, tangible insights. "Why am I at risk without this solution?", "Why can't this wait until next year?". With that, the elevator pitch becomes the most critical communication to connect with your prospect's priorities from the start.

To avoid becoming a commodity in your prospect's eyes you need to:

- Get into the buyer's journey earlier,
- Create influence with a high-level decision-maker,
- Connect your real impact to their priority. To do this, you must have a take that makes the decision-maker say, "That's important to me, tell me more."

This is your "moment of truth." You do not get a second chance to gain influence. This is why your elevator pitch is the single most important piece of communication every member of your sales team needs to perfect.



IT'S ALL ABOUT THE BRAIN SCIENCE

Scientists believe today's human attention span is roughly 8 seconds. Meaning, you have 8 seconds to say something that makes your prospect's brain decide to pay attention.

Yes, your prospect's brain. Why? Because our brain makes these decisions without us thinking about it. Think about stimuli that creates a reaction. Your brain is constantly telling you to either move toward the stimuli, away from the stimuli or to pay attention. If it's something that matters or concerns you, rooted in a threat, you lean in and pay attention. Threats get prioritized, even over pain and fear.

Unless your elevator pitch can convince your prospect that you have something important to say, your prospect will continuously make you wait until the end of the sales process, where you'll become a commodity every time.

A well-crafted elevator pitch uses brain-friendly messaging to build insights that capture your prospect's attention in that first 8 seconds and holds it through the entire pitch.

WHAT WINS?

THE RIGHT ELEVATOR PITCH ACCOMPLISHES THREE THINGS:

It helps you **break through** to a top decision-maker.

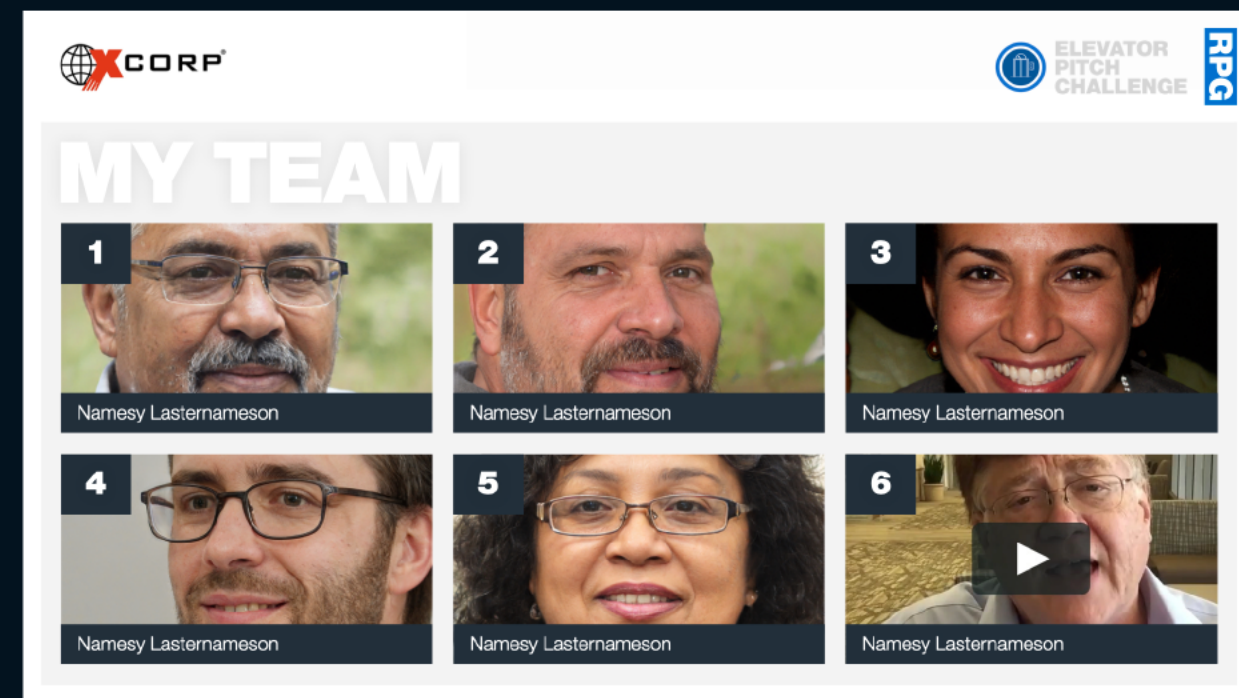
It gets you in earlier and matches your **real impact to their priority**.
Sales teams need to be able to meet with prospects earlier than ever, otherwise, they'll be pushed and commoditized.

It follows how **the brain** makes a buying decision.

With your prospect's brain constantly asking itself, "Should I pay attention to this? Should I do something about this right now?", your elevator pitch is the fastest and best way to describe how your impact connects to your prospect's top priority. And priorities are what people fight for...

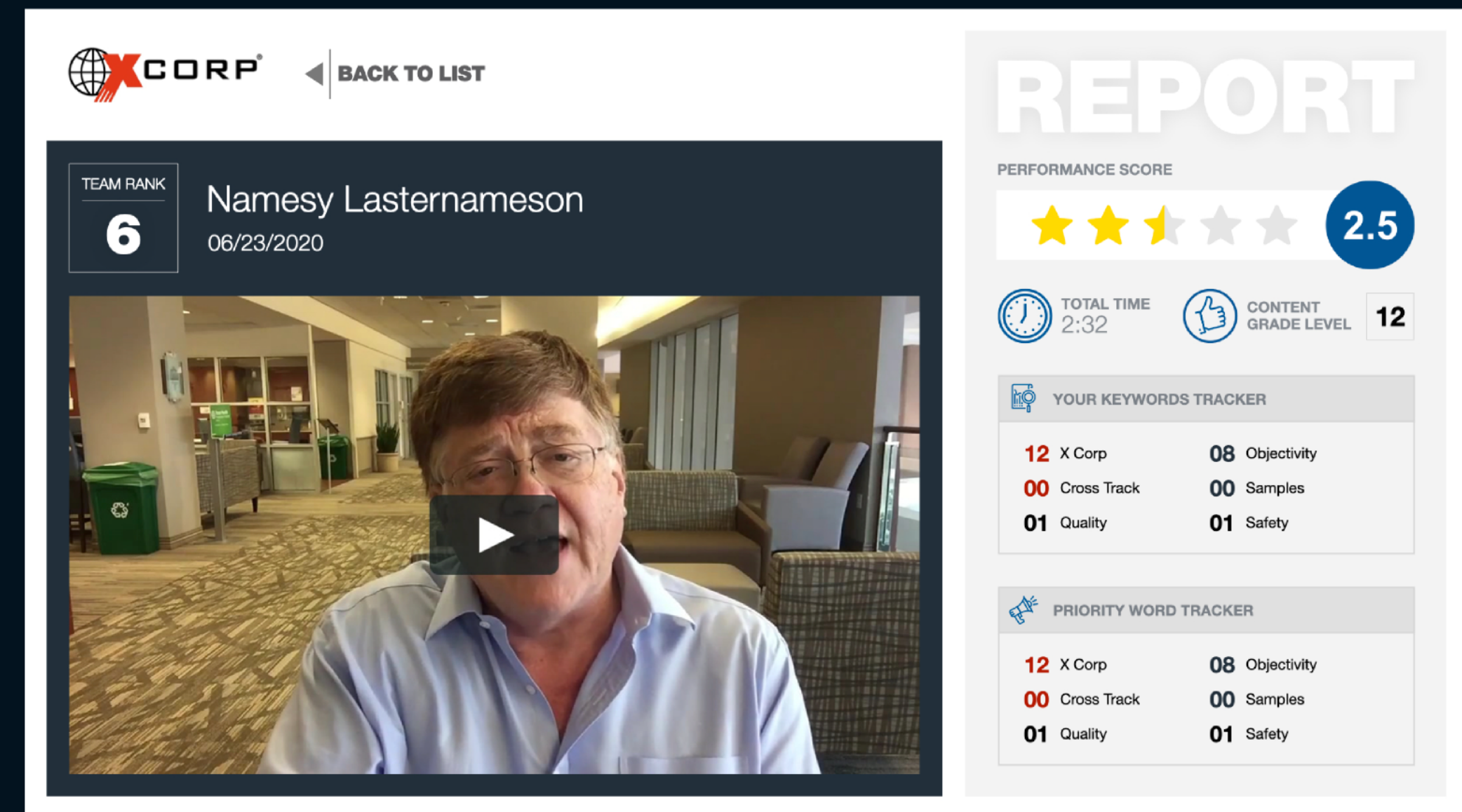
Are you worth fighting for?

WHAT YOU GET



ALL OF YOUR TEAM'S VIDEOS IN ONE CONVENIENT PLACE

Once we've completed our analysis, we'll collect all of your videos and provide them to you in a PowerPoint deck that you can easily share with anyone you'd like. You can also pull out individual pitch reports and conduct one-on-one reviews with your team.



INDIVIDUALIZED PITCH REPORTING

Once all submissions are in, RPG gets to work. Using a combination of advanced analysis tools and in-depth expert reviews, we'll score each on a variety of factors. You'll be able to watch the full video of each pitch and see exactly how everyone performed at their moment of truth.

**WE ARE REVENUE
ACCELERATORS THAT ONLY
WORK WITH CEOs WHOSE
NUMBER ONE PRIORITY
IS TO STAY RELEVANT
AND VITAL.**

**WE BELIEVE THAT
THE BIGGEST CURRENT
THREAT YOU FACE IS
BECOMING A COMMODITY
IN YOUR PROSPECT'S EYES.**

What's making it worse? Decision teams keep getting bigger and they are ignoring your sales teams until the very end of their buying journey.

This drives a race to the bottom caused by what we call the 3 Deadly C's (Commoditization, Compressed Selling Time and Consensus Decision Making).

This race won't stop on its own and we believe that most teams are unprepared and ill-equipped for the future in which we are already living.

RPG is the only organization built specifically to help you battle the 3 Deadly C's in a way that helps you win the brain, win the journey and win the deal.

**LET'S GET
TO WORK!**

READY TO ROLL?

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