



THE HIGH-IMPACT SALES PITCH TEMPLATE

This 5-point template breaks down the essential elements of a winning sales pitch and includes sample scripts. Weave them into your emails, calls, and sales presentations. Learn how top sellers frame their offers to maximize persuasive impact and boost win rates.

Sales Pitch Elements

Fill these sections out, then insert them into the scripts below.

The nexus

What it is

A nexus is a polarizing insight that changes how your customer thinks and feels about a key problem. Use this to draw your reader in and connect to your solution.

Why it's important

For most sellers, your competition is the status quo. Start with a nexus to tackle the “way we’ve always done things” head-on.

Examples



The way we do [x] has changed. Think about [example]—the way we do it has moved from [evidence of undeniable change in the world].



I talk to [job title] every day and they’re often surprised to hear that [polarizing insight]. That means [stakes].

Your nexus: _____

The problem

What it is

What's preventing your buyers from achieving their goals? If you can describe your prospect's problem better than they can describe it themselves, they'll lean in to learn about your solution.

Why it's important

People will work 2x as hard to avoid loss than to gain benefits. Focus your messaging on the pain of the status quo rather than on the benefits you can help them achieve.

Examples



Benefits pitch: You'll have more time to dedicate to other projects.



Problem pitch: You'll stop wasting time doing repetitive tasks that are easy to automate.



Benefits pitch: Your team can get up-to-date metrics on their work.



Problem pitch: Your team can stop delaying decisions while they wait for metrics.



Benefits pitch: Your team can streamline their work.



Problem pitch: Your team can stop missing deadlines due to a lack of visibility into other team members' work.

Your problem: _____

The story

What it is

Your prospect's mind is now ready to accept a new idea. This is where you show them how they win.

Why it's important

80% of sales decks highlight the vendor as the hero. Make your story about the customer, with your product as simply a solution that the customer can leverage to accomplish their mission.

Examples



[Customer] was doing [X]. But, by changing and doing [solution], [Customer] was able to [intermediary goal] which led to [desired outcome].



Imagine being able to [desired outcome]. It's hard because of [common objection], right? [Customer] used [solution] to [address objection] and achieve [positive result].

Your story: _____

The value proposition

What it is

This is what you do, who you do it for, and how you do it.

Why it's important

Use the right words to get in front of the right stakeholders. If you understand their strategic priorities, you'll get a seat at the table.

Examples



We help [who it's for] achieve [ultimate goal] by [solution].

[Who it's for] use [solution] to achieve [gain] without [pain].

We help [who it's for] stop losing [pain] by doing [solution].

Your value proposition: _____

The evidence

What it is

Evidence comes in all shapes and sizes: a customer story, a list of logos in a similar industry, a recent study. Note: ROI is not considered evidence for buyers and often raises more questions than it answers (How were these calculations made? Are these numbers up-to-date? What other factors could have impacted these stats?).

Why it's important

Telling a story with both the before and after state enables your prospect to come to their own self-discovery about their problem—and your solution.

Examples



[Customer] needed to increase sales with equal lead flow and head count. They increased their win rate from [insert stat] to [insert stat] in 6 months, resulting in a [percentage] increase in revenue.



These are all the companies in your space. We work with 17 of them. Up from 4 just two years ago.

Your evidence: _____

The CTA

What it is

A call to action (CTA) is a question you ask buyers to confirm they're ready to take the next step. What this is and how you formulate it depends on the context (early- vs. late-stage deal, inbound vs. outbound lead, high-intent vs. passive contact).

Why it's important

When you make a strong ask, it increases the likelihood of a positive response because it cements an understanding that already exists but hasn't been voiced out loud.

Examples



For cold calls: Does it make sense for me to give you more detail about how we do that?



For cold emails: Are you interested in learning more about [desired outcome]?



For intros: Who would be interested in hearing more about this?



For active deals: Does a call on [day/time] work for you?

The data

Asking for interest performs 2x better than any other CTA for cold email outreach. That's because you're selling the conversation, not the meeting. For active deals, a specific CTA removes friction on the buyer side and turns an open-ended question like, "When do you have time to discuss next week?" into an easy-to-answer, closed question.

4 sales scripts

1 The elevator pitch

Use it on social media (bio), when you introduce yourself, or when you're giving a high-level pitch.

The formula

Value proposition OR Nexus

Examples

We help [target audience OR key persona] achieve [desired outcome] by [solution].

Goodbye [old way]. Hello, [new way].

2 The cold call pitch

Use this script for outbound cold calls.

The formula

Value proposition + CTA OR Nexus + CTA

Examples

We help [key persona] stop losing [pain] by doing [new process]. Does it make sense for me to give you more detail about how we do that?

I talk to [job title] every day and they're often surprised to hear that [polarizing insight]. That means [stakes]. Are you interested in learning more about how we do that?

3 The cold email pitch

Use this template to start your cold email cadence.

The formula

Problem + Story + Value Proposition + CTA

Examples

Send to: Decision maker

Subject: Losing winnable deals?

Hi [First Name],

Is [pain point for persona] stopping your team from reaching your [persona-specific goal]?

Imagine being able to [top use case for persona] to improve [positive outcome].

As an outsider looking in, I see one big way where [buyer's company] can boost your team's performance: [workflow] so you can [benefit] (I noticed you recently [company news]). Does it make sense to discuss [positive outcome] for your team?

- [Your name]

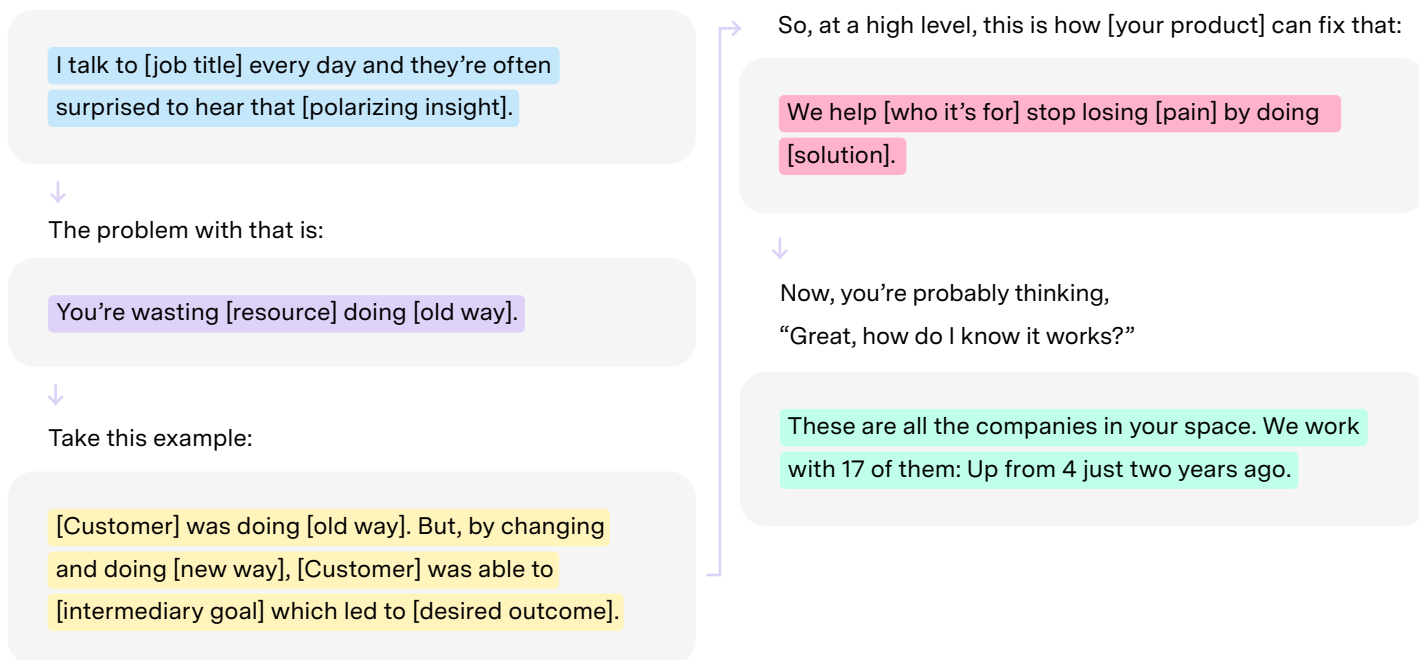
4 The sales pitch

Weave this into the start of your demo and when you meet a new stakeholder.

The formula

Nexus + Problem + Story + Value Proposition + CTA

Examples



Okay, you're ready.

Use the 5-point template for a high-impact sales pitch, along with sample scripts, to increase your win rate.

Want more data-backed sales tips?

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