

## 14 Points to Pitch to a Potential Partner

Sell the **Opportunity**, demonstrate **Credibility** and **Difference**

### Sell the Opportunity

*Use your track record.* Put together and practice the story of what you have achieved and how you have achieved it. Your track record is probably the most important thing you can talk about.

*Quantify your claims and achievements.* Whether it is business growth and market penetration or product performance, a number is powerful and memorable.

*Use your knowledge of the market* to spell out the market development opportunity.

### Credibility

If you already have *international experience*, no matter how small use it.

*Sell your people.* If you have a great team say so, and explain why they are so good.

*Sell your personal expertise.* Modesty is a British characteristic and you may feel uncomfortable about 'selling yourself'. However, not everyone will understand your reticence, so find a way you are comfortable with of bringing in your personal track record, expertise and qualifications.

*Make good use of endorsements,* commendations and important customers.

*Make appropriate use of Englishness/Britishness.* You will need to check out the precise nature of your target market, but in many parts of the world we enjoy an enviable reputation for quality, innovation and fair dealing.

The following module offers a deeper insight into this topic:

#### Pitch to a Potential Partner

You can find it either in the SavvyAcademy or in the 'Find and Manage Partners' area of 'Create Your Plan'.

Information you complete as part of the Module will be automatically entered into your Plan. The more modules you complete, the more your Plan will build.

*Avoid emphasising that you are 'only a small company'!* Be prepared to be asked about your size, capability and capacity and have confident answers to hand.

*Demonstrate commitment to the market.* Talk about your future plans in concrete terms. Use numbers. Base your proposition on research.

## **Difference**

Think about the *key qualities* you want to get over. If 'responsiveness' is an important part of your ethos and your offer, find a story, anecdote or (for your written material or website) a case study that illustrates your responsiveness.

Identify *four or five really key messages* and find a story to illustrate each. Practise them and have them at your fingertips. A good story only needs to last 20-25 seconds and explains what happened, what you did and what your customer said.

*Explain how your product/brand are protected.* This emphasises your uniqueness and is a source of protection for your partner as well as for you.

*Understand your uniqueness in terms of **their** market.* Know the competition and how your offer stacks up against theirs.