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**HAMILTON BRADSHAW**  
Investing in people with passion

**Attention-seeking:** Gorell Barnes is “creating content that we want to watch”

## How best to get your act together on the sales front

**Ask James**



James Caan

*Dear James,*

I recently started working in sales, and find it difficult when pitching our products to a client. What can I do to ensure I give a good account of myself and my company?  
*Alex*

WHEN pitching to a client, it is easy to get caught up in the moment and forget the importance of your pitch. But if you are prepared, you should feel confident enough to impress the client.

First impressions are everything, so start with the basics. Being well-dressed, having a firm handshake and keeping good eye contact is a must. Explain in detail your unique selling point and the value your product or service will add to the client. What issue are you solving? This will show that you are rational and therefore trustworthy – you have scrutinised the market and are capable of coming up with a solution.

Confidence in what you are offering is probably the most important aspect of a pitch. I always want to hear somebody who firmly believes in what they are selling. I would rather a 10-minute pitch bursting with passion than a longer one filled with fluff but no energy. However, keeping your pitch short does not mean less information. Try creating a skeletal list of what you are selling.

Now take that list and rehearse it using well-structured sentences.

Finally, be sure to research everything about your client. This can help you build a good rapport with them. Referring to their background or a previous deal shows you have done your research and also makes them answer some questions, making the process less one-sided.

■ *For the full article and news of James Caan's free app, go to [standard.co.uk/askjames](http://standard.co.uk/askjames). His book, *Start Your Business in 7 Days*, is out now.*