



# The Perfect Pitch Checklist for ISVs

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# THE PERFECT PITCH CHECKLIST FOR ISVs

So you want to create the Perfect Pitch but aren't sure where to start? Follow these 3 simple steps:

## STEP 1

### Research your target company

The idea is to get to know who you are reaching out to in order to develop a specific angle that will resonate with the prospect. You want your company to stand out from the crowd (in a good way) so for that, you need to understand what they do, the potential pain points they might have, or present ideas that could interest them.

- Check news publications
- Look at their website
- Monitor social media presence
- Find contacts to reach out to

## STEP 2

### Determine exactly how your offer can help

Here you are looking to present your value proposition. You want your prospect to see the benefits that your product/service can offer and for that you need to respond to the question, "What's in it for me?"

- Position your product to respond to a potential need you found from your research
- Create a simple, to-the-point introduction to explain why you are contacting them (if possible use humor to grab their attention)

## STEP 3

### Encourage a dialogue

The end to any great pitch must compel your prospect to move to the next stage—a meeting with you to learn more. You want your message to peak the curiosity of your prospect, and end with a bang.

- Ask a question to inspire a response
- Define a clear call-to-action by suggesting a (physical or online) meeting date and time
- Leave your contact details so that they can respond

**APPLY. RINSE. REPEAT!**

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Here's an example pitch and a basic template that you can use to get you started:

Dear XXXX,

I read about your company **[DESCRIBE WHERE]** and learned that **[DESCRIBE WHAT YOU LEARNED THAT WAS IMPORTANT]**. I am reaching out because I believe that my company may be able to help you to **[INSERT WHAT]** because **[INSERT WHY]**.

At **[INSERT YOUR COMPANY NAME]** our strengths are:

- Bullet pointed list
- Including some
- Key selling points
- To describe how your solution can help them do what you said it could above.

Would you have 10 minutes early next week to discuss your needs in further detail to see in what ways we may be able to work together? How would next **[INSERT DATE AND TIME]** work?

Thank you for your time and consideration. I look forward to hearing from you soon.

Best regards,  
**[INSERT SIGNATURE]**

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## Example in practice:

Dear Jim,

I read about XYZ Company in the Wall Street Journal last week, and understood that your global strategy for 2018 will focus on increased growth and international expansion. I believe My Company may be able to help you achieve your goals because we have been accompanying Financial Services firms such as yours develop their businesses for nearly 20 years.

Our software solutions have been proven to increase business process efficiency and guarantee ROI within 18 months. Some of our success stories can be found on our website at: [www.mycompany.com/success-stories](http://www.mycompany.com/success-stories)

Our strengths are:

- Fast and easy deployment
- Seamless migration from legacy systems within 2 weeks
- Intuitive for end-users; no need for investments in training
- Access to financial dashboards and reporting without IT intervention

Would you have 10 minutes early next week to discuss your needs in further detail to see in what ways we may be able to work together? How would next Tuesday at 10am work?

Thank you for your time and consideration. I look forward to hearing from you soon.

Best regards,  
Susan Smith  
+33(0)651 274 164  
[www.mycompany.com](http://www.mycompany.com)

## About MediaDev

Whether you are looking to promote software solutions, branch out into new markets, or generate sales-ready leads, we work with you to design customized, bespoke marketing campaigns that help you reach your goals. For over 20 years we have been working with technology leaders both big and small so if there's one thing we know, it's how to be agile. Just software programs need constant updates to stay current, so does marketing. We help you stay at the top of your game by keeping your marketing fresh.

Our focus is multi-channel B2B marketing for software vendors which means our people speak your language—and in 18 native tongues to boot! Our holistic approach means you have access to a wide range of services, making us your one-stop-shop for software marketing.



Disruptive Marketing for Software Vendors  
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