



Shark Pitch: How to Make a Retail Shark Sit Up and Beg to Buy Your Product

Dennis Green, Mary Lou Green

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Discover How to Develop Your Perfect Pitch Even if You've Never Sold Anything

Shark Pitch helps entrepreneurs and inventors master a simple yet powerful Three-Step Formula for delivering winning sales pitches to retailers. Shark Pitch is unique because it takes you directly into the pitch rooms of the great white sharks such as Target, Walmart and QVC to watch pitches as they happen. The authors' stories come from their 40 years experience in creating and marketing more 50 simple products than generated over \$120 million in retail sales.

The authors introduce the "Benefit Triangle" that shows three ways to assess customer needs and develop a pitch that: 1. recognizes the three pillars of their pain; 2. satisfies their need for pleasure; 3. addresses a powerful motive for why consumers buy specific products within a category.

- Follow the authors in action and watch them pitch major US retailers
- See how you can improve any big idea to make it more valuable
- Discover smart ways to position your product to increase demand
- Be admired as a problem solver, not a self-absorbed huckster
- Learn how to evaluate your products and make them more marketable

Authentic selling is about meeting a prospect's needs rather than needing to make a sale. Shark Pitch offers a simple and effective formula for pitching with integrity and purpose. It will help you get more sales and fewer rejections and make selling more satisfying. You will see that authentic selling doesn't require manipulation or clever persuasion. It's not about faking scarcity, creating false urgency or pressuring someone into buying something they don't want but can't say no to.

The secrets to getting more sales and fewer rejections lies in your ability to identify prospects that need what you have to sell, then showing them how your product can benefit them, not you.

You can't control the customer but you can control the offer, meaning how you present your product and what you say and don't say in the process. You will see the difference when you master the authors' Three-Step Pitch.

When your product solves someone's problem, engages their senses, satisfies their needs and is unique enough to make them sit up and beg for more, you will get more sales and fewer rejections. That makes selling fun!

The simple Three-Step Pitch is also an effective way to sell your ideas to anyone at any level. You can use it to promote a new program or sell an idea to your boss for how to improve your company. You can modify the sales pitches in Shark Pitch to fit virtually any selling situation.

Stop Selling the Old Way and Start Shark Pitching Today. It Can Change Your Life!

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