

The pitch framework.

Five beats, in order, in any medium.

Every sale that closes runs through the same five beats. Every sale that stalls skipped one. The medium changes the words. It never changes the order.

1 Open.

Earn the next thirty seconds. One line that gets attention without pressure. Nothing about the product yet.

2 Story.

Who you are, why you are in front of them, and one question that finds their problem. This is where the sale is made.

3 Show.

Their problem, then your answer to it. Not a feature list.

4 Ask.

Ask for the order. Then ask again. Most lost sales were never asked for.

5 Lock.

Prevent the second thoughts. Reframe what they chose, confirm the next step, tell them exactly what happens next.

THE DIAGNOSTIC

“Let me think about it” almost always means the rep jumped from Open to Ask and skipped the Story. There was nothing for the Show to answer.

Same beats. Different words.

Illustrative lines. Use your own words and only promise what your product does.

	FACE TO FACE, RETAIL OR EVENT	PHONE, COLD CALL	MEETING, B2B
Open	"Quick question while you are here. What are you using for this right now?"	"This is Jordan with XYZ Company. I will be quick. Do you have forty seconds for the reason I called?"	"Before I show anything, can I ask what made you take this meeting?"
Story	"I am here today handling upgrades for the area. What are you paying now, and what is the one thing you wish worked better?"	"We work with businesses your size on getting the phone answered every time. What happens right now when someone calls and nobody is free?"	"We have set this up for three companies that look like yours. Where does your team lose the most time between a lead coming in and a real conversation?"
Show	"You said it fails right when you need it. Here is what changes about that specific problem, and here is what does not change."	"You said calls go to voicemail after five. Here is what happens to that call instead, step by step."	"You said the handoff between marketing and sales is where it breaks. Here is the handoff as it would run on Monday, with your names and numbers."
Ask	"Would mornings or afternoons be better to get you set up?"	"I can have it live Thursday or Friday. Which is better?"	"If the pilot starts the first of the month, who on your side owns it, and what do you need from us by the fifteenth?"
Lock	"Here is exactly what happens: a confirmation call today, the setup Thursday, and my number if anything looks off."	"You will get an email in ten minutes with what we agreed. Nothing changes until you have seen it in writing."	"I will send the one-page scope tonight. You made a good call on the pilot, and here is why the first two weeks matter most."

Know when to stop talking.

Eight signals tell you they are ready. The rule: two positive signals, stop presenting, ask. Each has a negative twin. On a negative, go back to Show and rebuild the value against their problem.

Body language opens up.

They turn toward you, lean in, put the phone down.

They criticize what they have.

"My current provider has been terrible."

A courtesy offer.

They offer you water, a seat, more time.

Deeper questions.

How it works for them, not whether it works.

Future talk.

"So when we have this, would my kids..."

"I want" or "I need."

Said out loud, about your answer.

Thinking silence.

Quiet with eye contact, not quiet with a phone.

"How much" or "how soon."

Asked as a next step, not as a complaint.

Three ways to ask

1

Two options, both a yes.

"Thursday or Saturday?" Best for the fence-sitter. "No" is not on the menu.

2

Assume and proceed.

Start the paperwork while you say "let us get you set up." Best for the customer who is clearly ready.

3

A chain of small yeses.

"Faster, right? Cheaper than now? This week?" Best for the analytical customer who needs to hear themselves agree.

WHAT THE COACH SAYS

You presented for four more minutes after she asked how soon someone could come out. Next time, that question is your cue to stop and ask.

Write the framework for your product.

In your medium, in your words. Then run it with the practice prompt on the guide page before a real customer.

Open

One line that earns thirty seconds. No product yet.

Story

Who you are, why you are here, and the one question that finds their problem.

Show

Their problem in their words, then your answer to it.

Ask

How you ask for the order, and how you ask the second time.

Lock

What you say so nothing surprises them after they say yes.

Two ready signals you will listen for

The two signals that mean stop presenting and ask.