



## Habit #1

# Turn Your Pitch into Money

taught by  
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# Introduction

Having something to say is just as important as having somebody to say it to. You can have all the leads in the world, but if you can't articulate your value then it won't matter how many leads you have.

# Are you commoditizing yourself?

It's an important question to ask. In this workshop, you'll learn how to avoid the commodity trap through a world-class opportunity statement.

## We can increase your productivity!



**Sell with  
Conviction**



**Belief  
Proposition**



**Value  
Proposition**

# Sell with Conviction Belief

## Do you see

every first conversation  
as an opportunity to  
differentiate yourself through  
your story, or as an obligation  
to share your price and  
products? Never fall into the  
commodity trap again by  
having a world-class  
opportunity statement.



# Belief Proposition

## People don't buy

what you do, they buy why you do it.

Every strong relationship first starts with shared beliefs and alignment.

Before you tell them what you do, tell them what you believe based on your unique past experiences. Find and package your special.



# Value Proposition

## Once you have

individual special package then marry it with your industry or company's value proposition. How do you do it different or better than the competition? What social proof do you have? Are you asking for the business?



# Interested in Coaching?

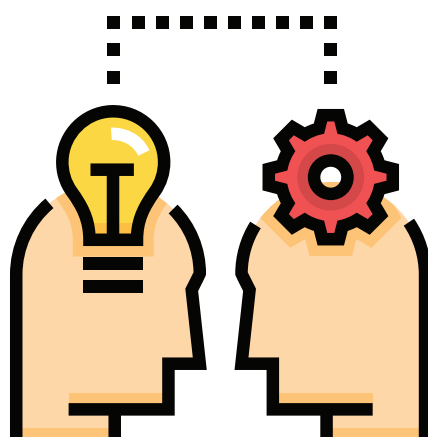
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