

A black and white photograph of two rowers in a scull on a body of water. The rowers are seen from behind, moving away from the viewer. The water is dark with ripples. The text is overlaid on the image.

THE STRATEGIC FLOW OF HOW THE SALES PITCH CONVERSATION NEEDS TO BE

01

Micro-Invest with your Approach

Present the approach to get closer to the client.

This opportunity is to get closer to the client than your competitors (knowing the project, client's vision, ideology & priorities).

Don't start with drawings— start with how you think. Walk the client through your decision-making lens: how you decode their space, priorities, and constraints.

02

Showcase Value Beyond Obvious

Don't just show projects —frame them with intent. With the current site or with a similar example, explain the problems envisaged, your thought process, & the transformation you would bring or have achieved in the past

Shifts your portfolio from “visual proof” to “strategic credibility.” This builds confidence that you're not just executing—you're solving intelligently.

03

Communicate Value Before Price

Never jump into fees - Before numbers, establish impact.

Help the client clearly see what changes, what improves, and what risks are reduced through your involvement.

When value is deeply felt, pricing becomes a logical next step— not a point of resistance.
Layers of Value -
→ Outcome Value
→ Experience Value
→ Process Value
→ Expertise Value

04

Presenting the investment

With Confidence Introduce your Price.

State your investment with clarity, certainty & confidence — no hesitation, no over-justification.

Anchor it to the outcomes and structure you've already explained.

Your Confidence signals that your pricing is considered, not negotiable guesswork.

05

Guide the Decision

Don't leave it open-ended, Create Clarity and removes hesitations. Moves the client forward.

Lead the client to a decision with direction. Summarize, present clear next steps, and ask for alignment. When you guide decisively, you remove confusion and help them move forward with certainty.