

# PITCH AUDIT GENERAL EVALUATION

by Emily Anne Page, Growth Strategist

## 01. CUSTOMER (3-9)

### Score Guide:

- 1: Broad, vague, for "anyone"
- 2: Some clarity, but still situational
- 3: Specific and repeatable

### 1 Needs

- **Project scope** - Specific requirements for success
- **Budget** - Financial and timeline limitations?
- **Decision makers** - who actually decides?

1 ○ ————— 2 ○ ————— 3 ○

### 2 Wants

- **Likeability** -Your mood, personality, tone, personal responsibility and clarity.
- **Professionalism** - Branded, practiced and polished process.
- **Simplicity** - Clear process that doesn't require extra work.

1 ○ ————— 2 ○ ————— 3 ○

### 3 Hesitations

- **True value** - clear real value
- **Limitations of downside** - when things go wrong what steps protect you and them.
- **Safety** - Knowledge of seller's risks and plan of protection.

1 ○ ————— 2 ○ ————— 3 ○

### Score Guide:

- 1: Avoids direct questions
- 2: Asks some qualifying questions
- 3: Clear, professional, confident

## 02. PRESENTATION (3-9)

### 1 Visual Assets

- **Branding** - On-brand, polished, and visually clear, picture forward
- **Serving them** - their perspective
- **Logical** - flow from problem → solution → next step

1 ○ ————— 2 ○ ————— 3 ○

### 2 Education

- **Offer** - Clear explanation of what you do
- **Proof** - Social proof or credibility markers
- **Steps** - Simple buying steps (pricing, MOQ, timeline)

1 ○ ————— 2 ○ ————— 3 ○

### 3 Questions

- **Qualifying customer** - Questions that confirm fit
- **Qualifying buying decision** - Budget, timing, authority, readiness
- **Asking for sale** - how ready are they to buy?

1 ○ ————— 2 ○ ————— 3 ○

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## 03. FOLLOW-UP (3-9)

### Score Guide:

- 1: Purely transactional follow-up
- 2: Occasional value reminders
- 3: Strategic reinforcement of value

### 1 Future Clarity

- **Process** - Clear next steps & process
- **Relationship** - Who is responsible for what
- **Timing** - Time-bound expectations

1 ○ ————— 2 ○ ————— 3 ○

### 2 Reinforcement

- **Show you Listened Customers** - Restating their needs, wants and hesitations
- **Show Offer** - Reaffirming fit and alignment
- **Simple Plan** - Write out the plan and next steps clearly.

1 ○ ————— 2 ○ ————— 3 ○

### 3 System

- **Templates** - Create repeatable messages
- **Calendar** - Timing cadence
- **Tone** - Emotional neutrality with positivity

1 ○ ————— 2 ○ ————— 3 ○

## YOUR SCORE & PLAN

**Total:**

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**Areas for Improvement:**

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### INTERPRETATION

22-27:

Your pitch is strong.

15-21:

You're losing deals in predictable places. Fixable with clarity.

Below 15:

Your pitch is creating uncertainty — not rejection.