

5-Point-Pitch-Model

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Be authentic and use it to 'Loop it' along your entire Sales Process in every stakeholder interaction: pitch, mail, meeting, bid, etc.



01

Unique

Show client insight

Communicate the research you've done about the client and about the stakeholder.

02

Problem

Sell the problem(s)

Address problem(s) from the client's perspective and highlight negative consequences.

03

Trend

Highlight into trend

Highlight problem(s) into super trend: Cost efficiency, ESG, AI, Cyber Security, Inflation, IoT, etc.

04

Solution

Present the 'why's'

Explain how your solution(s) solve the problem(s) with simplicity and to what effect.

05

FOMO

Others like them act

Tell what other clients you've solved similar problems for and why they choose to act now.



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