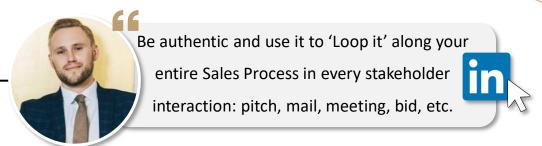
# 5-Point-Pitch-Model

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#### **Show client insight**

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



### **Problem**

### Sell the problem(s)

Address problem(s)

from the client's

perspective and

highlight negative

consequences.



### **Trend**

### Highlight into trend

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



## **Solution**

### Present the 'why's'

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



#### Others like them act

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

