

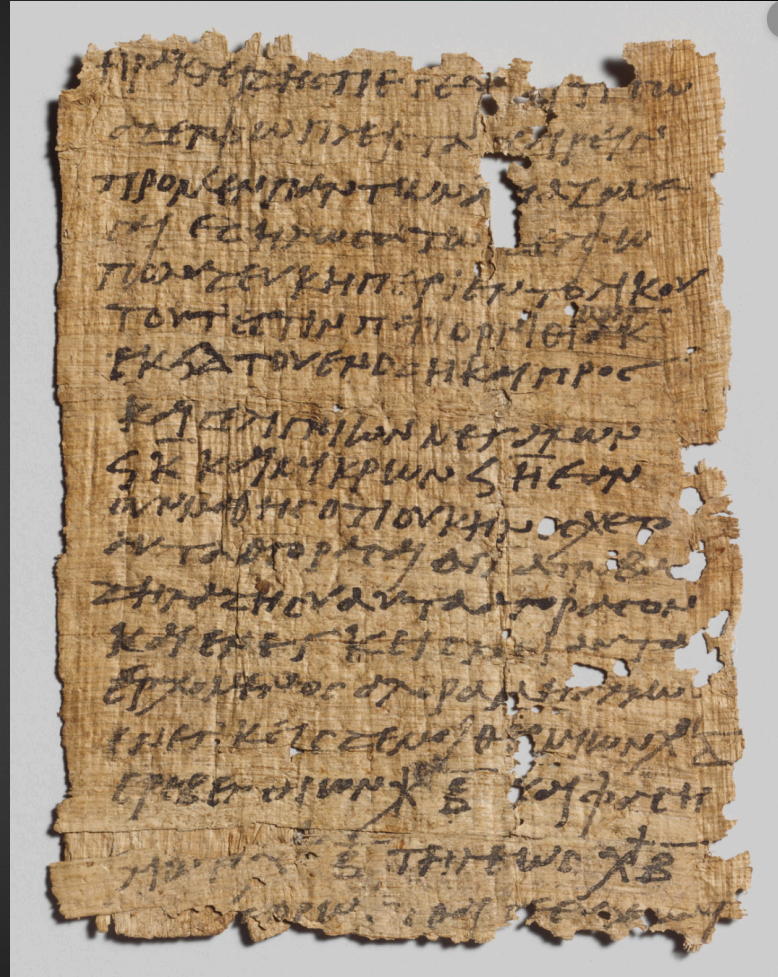
Ditch the Pitch:

Turn Every Sales Presentation into a
Conversation that Matters to Your Donors

Steve Yastrow



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**Humans are
wired
for stories**

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**It's not your story,
it's their story**

***How am I better off
if I commit to this?***

**LIFE &
LEGACY**
Assuring JEWISH TOMORROWS
A program of the HAROLD GRINSPOON FOUNDATION

Sales Pitches Don't Work

Monologue





**Turn every
presentation into
a conversation
that matters**



Improvise!

The Key to Conversations That Matter

"Improvisation is the art of not knowing what you're going to do or say next and being completely okay with that."

–Mick Napier
Founder, Annoyance Theater
& Author of *Improvise*



How to Ditch the Pitch

6 Habits



18 Practices

Habits 1 & 2

Figure Out What's Going On

Habit 1 Think Input Before Output

Habit 2 Size Up the Scene

Say less to notice more

← Example
Practice →

Know who you are with

Habits 3 & 4

Go with the Flow

Habit 3 Create a Series of “Yeses”

Habit 4 Explore and Heighten

Say “Yes, and ...”

← Example
Practice →

Find Your Customer’s Path

“Conversational Momentum”

Habits 5 & 6

Let a Shared Story Emerge

Habit 5

**Focus the Conversation
on Your Customer**

Habit 6

Don't Rush the Story

***Make 95% of the conversation
about your donor***

← Example
Practice →

Leave Things in Your Pocket

***Bonus! - Obey the One-Paragraph
Rule***

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The Ditch the Pitch Habits

Habit 1 Think Input Before Output

Habit 2 Size Up the Scene

Habit 3 Create a Series of "Yeses"

Habit 4 Explore and Heighten

Habit 5 Focus the Conversation
on Your Customer

Habit 6 Don't Rush the Story

How to Ditch the Pitch

Practice!

How to Ditch the Pitch

For the
Life & Legacy
Community

DITCH
THE PITCH
Sales Practice Program

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Ditch the Pitch Sales Practice Program



Habit 3: Create a Series of "Yeses"

Weekly Progress: ● ● ● ● ●



Conversations only move forward if the people in them continually agree to move them forward. At its heart, a good conversation is really a series of "yeses," a flowing back-and-forth that moves forward through continual affirmation and mutual agreement. In your conversations, work on creating ongoing agreement, where you and your customer are always affirming what the other says.

"Yeses" are like green lights – they keep conversations flowing. The word "no" can destroy conversational momentum. In your customer conversations, your goal is to create conversational momentum. Creating a Series of "Yeses" in each conversation with a customer will strengthen your relationship over time.

Read more about **Habit 3: Creating a Series of "Yeses"** in the first half of Chapter 5 in Ditch the Pitch.

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Welcome, Kim Rule

Video Highlights

A good conversation is a series of "yeses," a flowing back-and-forth that moves forward through continual affirmation and mutual agreement

"Yeses" are like green lights – they keep conversations flowing

In your customer conversations, your goal is to create conversational momentum, advance the conversation and strengthen your relationship

▶ An Introduction to Ditch the Pitch

▶ Habit 1: Think Input Before Output

▶ Habit 2: Size Up the Scene

▼ **Habit 3: Create a Series of "Yeses"**

● **Habit 3: Create a Series of "Yeses"**

● Practice: Say "Yes, And..."

● Practice: Work With What You Are Given

● Practice: Ensure Your Customer Keeps Saying Yes

● Habit 3 Reflection

Ditch the Pitch Sales Practice Program



Learn



Practice



Reflect

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- 7 modules of content
 - Videos
 - Exercises
 - Reflections
 - Learning tools
- Ditch the Pitch eBook

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