

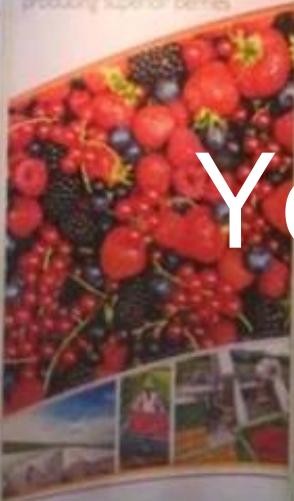
S-02

TASMANIAN
TIGER FUJI



LARGE SIZE
SWEET
CRISP

世界水果的一级产地
The perfect location for
producing superior berries



出产优质水果的理想之地
The perfect location for
producing premium fruit



fresh clean quality
tasmania

fresh clean quality
tasmania



Fruit Growers
Tasmania

Fruit
Growers
Tasmania Inc

Your Pitch

Story & Brand™

Your hosts



Andy Cooley.

Founder & Creative Director.

Highly experienced design and advertising creative.
Passionate about creativity that helps businesses grow.



Iain White.

Communications Strategist.

Extensive regional experience.
Passionate about creativity and effectiveness.

The Coca-Cola Company



PEPSICO



Kellogg's



CATHAY PACIFIC



Telstra

Your pitch

- ✓ **Aim:** Present you and your business in a way that makes prospects want to jump on your bus.
- ✓ A flowing and compelling story about your produce and/or business that you or anyone can deliver in 3 minutes.
- ✓ Use the **Pitch Script** template to help clarify and craft your story
- ✓ Aim for as few words as possible to keep your pitch short and memorable.
- ✓ Your pitch should be in your own authentic words and ***keep it simple.***
- ✓ Be yourself. Be authentic. **Be BOLD!**
- ✓ Don't forget to **include your ASK!**

How you can use your pitch script

- ✓ Clearly and quickly articulate why your produce is better (beyond price alone).
- ✓ Quickly shows what value you're bringing to the table.
- ✓ Your competitive advantage in the fight for the sale and price negotiation.
- ✓ Positions your product as different in a sea of sameness.
- ✓ Quickly tell and summarise your unique story in a way that WOW's.
- ✓ *And much more...*





“

If you can't explain it simply,
you don't understand it well enough.

Albert Einstein

”

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your bus.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.

Aim for 250 - 300 words to keep your pitch short and memorable.

DON'T READ OUT the headings they are just to help you.

Be yourself. Be authentic. Be BOLD! And ... HAVE A CLEAR ASK!

The Hook - Grab attention - "imagine a world without", "because the world needs".

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your dream. Why we did this.

Team - Your dream. Why we did this.

Product - What/we do/produce.

Market - Where people can get this.

Your needs (Optional) - Financials, Milestones, Risks, WOM, Contacts - set up your ASK.

The call to action (End strong) - What do you want your prospect to do? What's Your Ask?

Tips:

- Script, time it and practice, practice, practice.
- Avoid jargon or superlatives (the most, best, only)
- Avoid unnecessary repetition
- KISS - Keep it So Simple (A 12 year old could understand it).
- Be your authentic self, that's all you need to be.



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Story & BrandTM

Fruit Growers Tasmania

The hook



The hook

Grab attention - use words like “imagine a world without”, “because the world needs”, etc

- What's the external problem the customer/consumer is facing?
- Identify the internal problem the customer/consumer is feeling?
- State why your customer/consumer shouldn't have to deal with this.

In your words:

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your band.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 200 - 300 words to keep your pitch short and memorable.
DON'T READ OUT the headings they are just to help you.
Be yourself. Be authentic. Be BOLD And ... HAVE A CLEAR ASK!

The Hook - Grab attention - "Imagine a world without", "because the world needs"

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your story. Why we did this.

Product - What/who dis/produces.

Market - Where people can get this.

Your needs (Optional) - Financial, Mission, Roles, Roles, Contacts - set up your ASK.

The call to action (End strong) - What do you want your prospect to do? What's your ask?

Tip:

- Script, time it and practice, practice, practice.
- Avoid jargon or superlatives like most, best, only ...
- Avoid unnecessary repetition.
- KISS - Keep it So Simple in 12 year old could understand it.
- Be your authentic self. That's all you need to be.

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The hook

Grab their attention - Start with a pain point of your customer to show you understand their challenge.

- What's the external problem the customer is facing?
- Identify the internal problem the customer is feeling?
- State why your customer or consumer shouldn't have to deal with this.

An example (At a trade fair when speaking to a wholesaler or importer):

**You have a reputation for quality and you can't afford for your suppliers not to share the same passion for perfection.
When you sell to high end retailers, a low grade consignment can cause you a massive headache.**

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your lead.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 200 - 300 words to keep your pitch short and memorable.
DON'T REPEAT DON'T overuse the headings they are just to help you
Be yourself. Be authentic. Be BOLD! And ... HAVE A CLEAR ASK!

The Hook - Grab attention - "Imagine a world without", "Because the world needs"

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your dream. Why we did this.

Product - What/ive developed

Market - Where people can get this.

Your needs (Optional) - Financials, Milestones, Roles, Roles, Contacts - set up your ASK.

The call to action (End strong) - What do you want your prospect to do? What's Your Ask?

Type:

- Script, time it and practice, practice, practice.
- Avoid jargon or superlatives (the most, best, only ...)
- Avoid unnecessary repetition.
- KISS - keep it as simple as 12 year olds could understand it.
- Be your authentic self, thank all you need to be.

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The customer and consumer problem

Your customer and consumer problem

What problem do you solve for your customer & consumer?

You've grabbed their attention in the "hook" now make the problem human, make it real. Remember you are the solution, that's why you exist, to solve this problem.

In your words:

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your bus.

Use this template to write a 30-second script that you or anyone can deliver in 2 minutes.
Aim for 250 - 300 words to keep your pitch short and memorable.
DON'T READ OUT the headings they are just to help you.
Be yourself Be authentic Be BOLD Be clear Be CLEAR Be CLEAR

The Hook - Hook attention - "Imagine a world without..." "To save the world needs!"

Customer Problem - What problem do you solve for your target customer?

Team - Your dream. Why we did this.

Product - What we produce.

Market - Where people can get this.

Your needs (Optional) - Financial, Milestones, Risk, M&A, Contacts - set up your Ask.

The call to action (End strong) - What do you want your prospect to do? What's Your Ask?

Tip:

- Script, time it and practice, practice, practice.
- Avoid jargon or superlatives (the most, best, only...)
- Avoid unnecessary repetition.
- NO! - never in 10 seconds in 10 year old could understand it!
- Be your authentic self, that's all you need to be.

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Your customer's problem.

What problem do you solve for your target customer/consumer?

An example:

Because you are a premium quality fruit exporter to high end retail chains in Asia. Only the best will do. You need a consistent supply of the most fresh, high quality fruit with the optimal shelf-life every time.

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your bus.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 250 - 300 words to keep your pitch short and memorable.
DON'T READ OUT the headings they are just to help you.
Be yourself Be authentic Be BOLD! And ... HAVE A CLEAR ADR!

The Hook - Grab attention - "Imagine a world without?" "Because the world needs!"

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What makes you different and better?

Team - Your dream, why we did this.

Product - What/Wee introduce

Market - Where people can get this.

Your needs (Optional) - Financials, Milestones, Risks, WGM, Contacts - set up your ADR.

The call to action (End strong) - What do you want your prospect to do? What's Your ADR?

Tip:

- Script, time it and practice, practice, practice.
- Avoid jargon or superlatives (the most, best, only ...)
- Avoid unnecessary repetition.
- KISS - Keep it So Simple (a 10 year old could understand it).
- Be your authentic self, that's all you need to be.

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The value proposition

The value proposition

What have you developed to solve this problem?

Tell your prospect how you've overcome the problem and how that effort or efforts are growing. Use any evidence you have of its success from your side (eg new equipment, new partners) or if available from your target's.

In your words:

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your bus.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 250 - 300 words to keep your pitch short and memorable.
DON'T READ OUT the headings they are just to help you.
Be yourself Be authentic. Be BOLD! And... HAVE A CLEAR ASK!

The Hook - Grab attention - "Imagine a world without", "You need the world needs!"

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Who you are, why are you this?

Product - What's the substance

Market - Where people can get this.

Your needs (Optional) - Financials, Milestones, Risks, WORK, Contacts - set up your ASK.

The call to action (End strong) - What do you want your prospect to do? What's Your ASK?

Tip:

- Script, time it and practice, practice, practice.
- Avoid jargon or superlatives (the most, best, only...)
- Avoid unnecessary repetition.
- KISS - Keep it So Simple (a 10 year old could understand it).
- Be your authentic self, that's all you need to be.

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The value proposition

What have you developed to solve this problem?

An example:

We've been supplying some of the most demanding customers in Singapore and HK for the past 20 years.

We pick and pack right - ensuring quality specs are always met, it's always on time, with fewer rejections.

If it isn't right, it doesn't ship!

We work with freight experts to track our produce every step of the way to ensure it gets to the customer in the best condition possible.

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your bus.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 250 - 300 words to keep your pitch short and memorable.
DON'T READ OUT! The headings they are just to help you.
Be present! Be authentic. Be 100% real... AND A CLEAR ADR!

The Hook - Grab attention - "Imagine a world without..." because the world needs it!

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your dream. Why we did this.

Product - What's the story behind it?

Your needs statement - What do you need to succeed? What do you need to do?

The call to action (and closing) - What do you want your prospect to do? What's your ADR?

Tip:

- Script, rehearse and practice, practice, practice.
- Avoid jargon or superlatives (the most, best, only...)
- Avoid unnecessary repetition.
- DRILL: Run it 10 times in 10 days (you should understand it).
- Be your authentic self, that's all you need to be.

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Your team and why they should trust you

The team and why should they trust you?

What do you personally bring to the table? What makes you so special?

In your words:

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your box.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 250 - 300 words to keep your pitch short and memorable.
DON'T REPEAT OUT the headings they are just to help you.
Be yourself Be authentic Be BOLD! And ... HAVE A CLEAR ASK!

The Hook - Grab attention - "Imagine a world without", "To solve the world needs!"

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your ability. Why are you the one?

Market - Where people can get this.

Your needs (Optional) - Financials, Milestones, Roles, WORK, Contacts - set up your ASK.

The call to action (End strong) - What do you want your prospect to do? "What's Your ASK?"

Tip:

- Script, time it and practice, practice, practice
- Avoid jargon or superlatives (the most, best, only ...)
- Avoid unnecessary repetition
- KEEP - make it So Simple in 10 year old could understand it.
- Be your authentic self, that's all you need to be.

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The team and why they should trust you

Your commitment to quality.

An example:

I'm Dave Anderson, of Anderson's Fruit. We have built our reputation on reliability and being a consistent supplier of quality fruit. We have invested in integrated production systems that ensure we look after the fruit from the tree right through to the customer so it arrives as fresh and delicious as when it's first picked.

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your box.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 250 - 300 words to keep your pitch short and memorable.
DON'T READ OUT the headings they are just to help you.
Be yourself Be authentic. Be BOLD! And... HAVE A CLEAR ASK!

The Hook - Grab attention - "Imagine a world without", "Because the world needs!"

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your ability. Why are you the one?

Market - Where people can get this.

Your needs (Optional) - Financials, Milestones, Roles, MOI, Contacts - set up your ASK.

The call to action (End strong) - What do you want your prospect to do? What's Your ASK?

Tips:

- Script, time it and practice, practice, practice.
- Avoid jargon or superlatives (the most, best, only...)
- Avoid unnecessary repetition.
- KEEP - think if for 30 seconds in 10 year old could understand it.
- Be your authentic self, that's all you need to be.

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Your product



Your product

What/we do/produce.

When all is said and done what is the product or service you are offering and how does it benefit people?

In your words:

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your band.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 250 - 300 words to keep your pitch short and memorable.
DON'T REPEAT the headings they are just to help you.
Be yourself Be authentic Be BOLD! And ... HAVE A CLEAR AIM!

The Hook - Hook attention - "Imagine a world without", "Because the world needs!"

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your story. Why you did this.

Product - What/are you producing

Market - What people can get this.

Your needs (Optional) - Financials, Milestones, Roles, MOI, Contacts - set up your ASK.

The call to action (End strong) - What do you want your prospect to do? "Watch Your Ad!"

Tip:

- Script, time it and practice, practice, practice
- Avoid jargon or superlatives (the most, best, only ...)
- Avoid unnecessary repetition
- KISS - Keep it So Simple (A 10 year old could understand it)
- Be your authentic self, that's all you need to be.

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Your product

What we produce.

An example:

We provide you high quality cherries on time, everytime. We've put in place production systems that allow our cherries to arrive in perfect condition.

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your bus.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 250 - 300 words to keep your pitch short and memorable.
DON'T READ OUT the headings they are just to help you.
Be yourself Be authentic Be BOLD And ... HAVE A CLEAR AIM!

The Hook - Hook attention - "Imagine a world without", "Because the world needs!"

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your strength. Why are you the one?

Product - What's your product?

Market - Where people can get this.

Your needs (Optional) - Financials, Milestones, Roles, MOI, Contacts - set up your AIM.

The call to action (End strong) - What do you want your prospect to do? "Which You Aim?"

Tip:

- Script, time it and practice, practice, practice
- Avoid jargon or superlatives (the most, best, only ...)
- Avoid unnecessary repetition
- KISS - Keep it So Simple (A 10 year old could understand it)
- Be your authentic self, that's all you need to be.

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The market

The market

Who else plays in the market. Why are you different?

In your words:

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your bus.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 250 - 300 words to keep your pitch short and memorable.
DON'T READ OUT the headings they are just to help you.
Be yourself Be authentic. Be BOLD! And ... HAVE A CLEAR AIM!

The Hook - Hook attention - "Imagine a world without", "Because the world needs!"

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your dream. Why we did this.

Product - What we developed

Market - Where people can get this.

The call to action (End strong) - What do you want your prospect to do? What's Your Ask?

Tip:

- Script, time it and practice, practice, practice
- Avoid jargon or superlatives (the most, best, only ...)
- Avoid unnecessary repetition
- KISS - Keep it So Simple (A 10 year old could understand it)
- Be your authentic self, that's all you need to be.

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The market

Who else plays in the market. Why are you different

An example:

We understand the hassles you face with unreliable growers that don't deliver on time, don't meet your product specifications and make conversations with your customers very difficult. You won't have those problems with us.

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your bus.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 250 - 300 words to keep your pitch short and memorable.
DON'T READ OUT the headings they are just to help you.
Be yourself Be authentic. Be BOLD! And ... HAVE A CLEAR AIM!

The Hook - Hook attention - "Imagine a world without", "Because the world needs!"

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your dream. Why we did this.

Product - What you developed

Market - Where people can get this.

The call to action (End strong) - What do you want your prospect to do? "Watch Your Ad?"

Tip:

- Script, time it and practice, practice, practice
- Avoid jargon or superlatives (the most, best, only ...)
- Avoid unnecessary repetition
- KISS - Keep it So Simple (A 10 year old could understand it).
- Be your authentic self, that's all you need to be.

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Your needs to take
the next step

Your needs to take the next step

A First Order. New Distributors. New Retailers.

In your words:

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your band.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 250 - 300 words to keep your pitch short and memorable.
DON'T READ OUT the headings they are just to help you.
Be yourself. Be authentic. Be BOLD! And ... HAVE A CLEAR ASK!

The Hook - Hook attention - "Imagine a world without", "Because the world needs!"

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your dream. Why we did this.

Product - What/Wee Description

Market - Where people can get this.

Your needs (Optional) - Financials, Milestones, Roles, MOA, Contacts - set up your ASK.

You need to action (END selling) - What do you want your prospect to do? Which? How? When?

Type

- Script, time it and practice, practice, practice
- Avoid jargon or superlatives (the most, best, only ...)
- Avoid unnecessary repetition
- KISS - Keep it So Simple (A 10 year old could understand it)
- Be your authentic self, that's all you need to be.

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Your needs to take the next step

A First Order. New Distributors. New Retailers.

An example:

Why not commit to an initial shipment so you can see that you don't have to take our word for it.

You'll see for yourself that partnering with us will mean what you sell, fruit, is reliably and consistently better.

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your bus.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 250 - 300 words to keep your pitch short and memorable.
DON'T READ OUT the headings they are just to help you.
Be yourself Be authentic. Be BOLD! And ... HAVE A CLEAR ASK!

The Hook - Hook proposition - "Imagine a world without", "Because the world needs!"

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your dream. Why we did this.

Product - What/are you/producing

Market - Where people can get this.

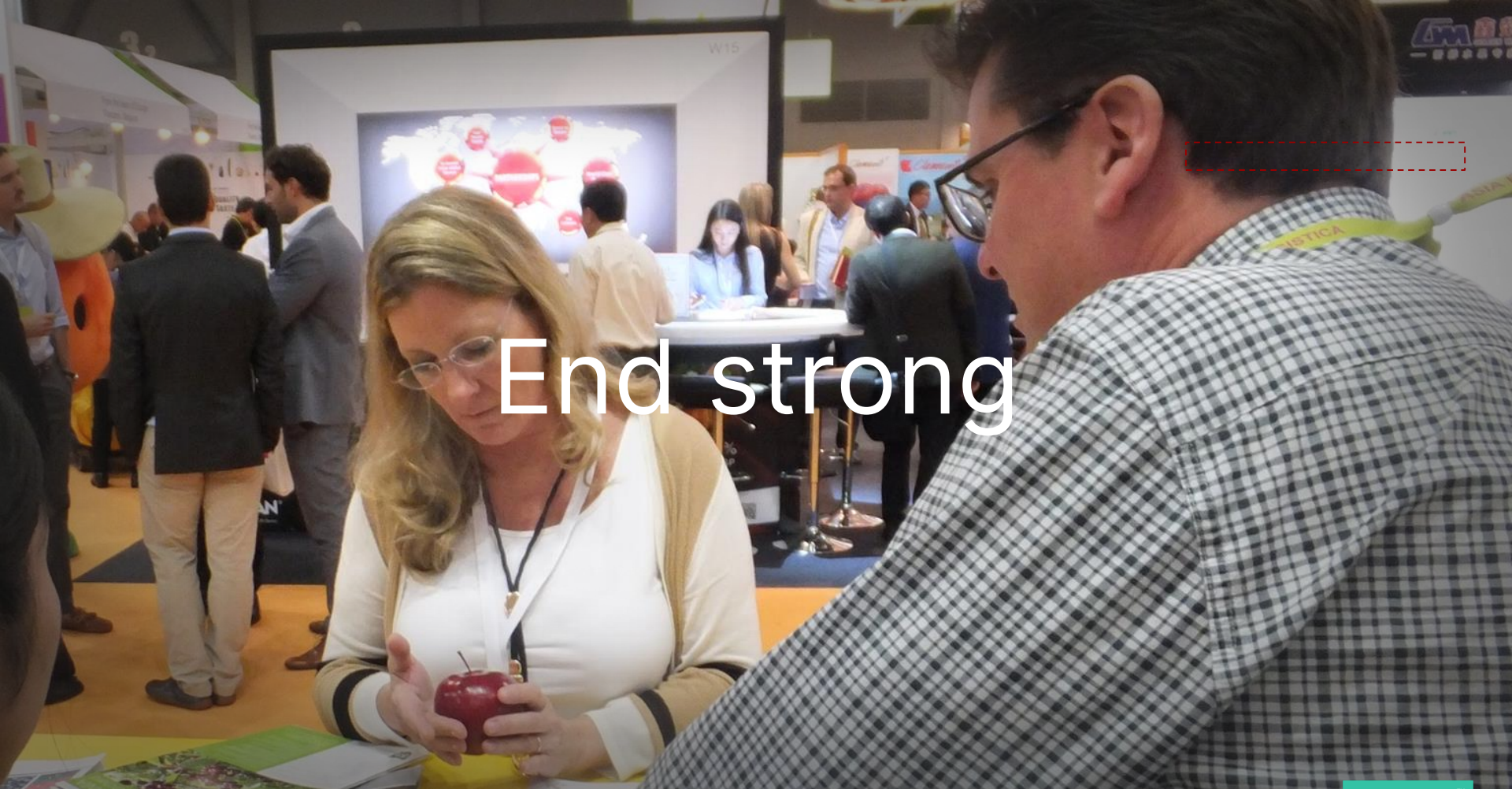
Your needs (Optional) - Financials, Milestones, Roles, MOA, Contacts - set up your ASK

You need to action (and why) - What do you need your prospect to do? What's your plan?

Tip:

- Script, time it and practice, practice, practice
- Avoid jargon or superlatives (the most, best, only ...)
- Avoid unnecessary repetition
- MSB - Money is the Single (A 10 year old could understand it).
- Be your authentic self, that's all you need to be.

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End strong

End strong

What do you want your audience to do?

Ask for their business

In doing it excite them about how great your fruit is and how confident you are in its success while standing in front of your brand story (T- Shirt Statement) and key visual

In your words:

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your bus.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 250 - 300 words to keep your pitch short and memorable.
DON'T REPEAT the headings they are just to help you.
Be yourself Be authentic. Be BOLD! And ... HAVE A CLEAR ASK!

The Hook - Goal: attention - "Imagine a world without", "Because the world needs!"

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your dream. Why we did this.

Product - What/who distinguishes

Market - Where people can get this.

Your needs (Optional) - Financials, Milestones, Roles, MOI, Contacts - set up your ASK

The call to action (End strong) - What do you want your prospects to do? Which ASK ASK!

Tip:

- Script, time it and practice, practice, practice
- Avoid jargon or superlatives (the most, best, only ...)
- Avoid unnecessary repetition
- KISS - keep it So Simple (a 10 year old could understand it)
- Be your authentic self, that's all you need to be.

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End strong

What do you want your audience to do?

An example:

Today is an opportunity for both of us.

Say “yes” to our offer of getting our produce to be “your” produce and source of fewer headaches and greater profits.

I want to see us succeed. Let’s do business.

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your bus.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.
Aim for 250 - 300 words to keep your pitch short and memorable.
DON'T REPEAT! Don't overuse the headings they are just to help you.
Be yourself. Be authentic. Be BOLD! And ... HAVE A CLEAR ASK!

The Hook - Hook attention - "Imagine a world without", "Because the world needs!"

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your dream. Why we did this.

Product - What's the product?

Market - Where people can get this.

Your needs (Optional) - Financials, Milestones, Roles, MOI, Contacts - set up your ASK.

The call to action (End strong) - What do you want your prospect to do? Which ASK ASK!

Tip:

- Script, time it and practice, practice, practice
- Avoid jargon or superlatives (the most, best, only ...)
- Avoid unnecessary repetition
- KISS - Keep it So Simple (A 10 year old could understand it)
- Be your authentic self, that's all you need to be.

Story & Brand

Fruit Growers Tasmania



Bringing it all together
as your pitch

Bringing it all together as your pitch

“ You have a reputation for quality and you can't afford for your suppliers not to share the same passion for perfection. When you sell to high end retailers, a low grade consignment can cause you a massive headache.

Because you are a premium quality fruit exporter to high end retail chains in Asia. Only the best will do. You need a consistent supply of the most fresh, high quality fruit with the optimal shelf-life every time.

We've been supplying some of the most demanding customers in Singapore and HK for the past 20 years.

We pick and pack right - ensuring quality specs are always met, it's always on time, with fewer rejections.

If it isn't right, it doesn't ship! We work with freight experts to track our produce every step of the way to ensure it gets to the customer in the best condition possible.

I'm Dave Anderson, of Anderson's Fruit. We have built our reputation on reliability and being a consistent supplier of quality fruit.

We have invested in integrated production systems that ensure we look after the fruit from the tree right through to the customer so it arrives as fresh and delicious as when it's first picked.

We provide you high quality cherries on time, everytime. We've put in place production systems that allow our cherries to arrive in perfect condition.

We understand the hassles you face with unreliable growers that don't deliver on time, don't meet your product specifications and make conversations with your customers very difficult. You won't have those problems with us.

Why not commit to an initial shipment so you can see that you don't have to take our word for it.

You'll see for yourself that partnering with us will mean what you sell, fruit, is reliably and consistently better.

Today is an opportunity for both of us. Say “yes” to our offer of getting our produce to be “your” produce and source of fewer headaches and greater profits. I want to see us succeed. Let's do business.

”

Handy tips

- ✓ Script, time it and practice, practice, practice.
- ✓ Avoid jargon or superlatives (the most, best, only)
- ✓ Avoid unnecessary repetition
- ✓ KISS - Keep it So Simple (A 12 year old could understand it).
- ✓ Be your authentic self, that's all you need to be

Next steps

- ✓ Download the interactive script template from the link below this video
- ✓ Write your pitch script using the script template as a guide.
- ✓ Keep your pitch as a flowing document.
- ✓ Use your own words. Keep it natural. Keep it interesting!



Thank you.

Bringing it all together as your pitch

You have a reputation for quality and you can't afford for your suppliers not to share the same passion for perfection. When you sell to high end retailers, a low grade consignment can cause you a massive headache.

Because you are a premium quality fruit exporter to high end retail chains in Asia. Only the best will do. You need a consistent supply of the most fresh, high quality fruit with the optimal shelf-life every time.

We've been supplying some of the most demanding customers in Singapore and HK for the past 20 years, so we get it. We pick and pack right - ensuring quality specs are always met, it's always on time, with fewer rejections. We go over and above the minimum requirements to ensure consistent optimal quality for our customers. If it isn't right, it doesn't ship!

We work with freight experts to track our produce every step of the way to ensure it gets to the customer, on time, at the optimal temperature and in best condition possible.

We understand the hassles you face with unreliable growers that don't deliver on time, don't meet your product specifications and make conversations with your customers very difficult. We are different, we stake our reputation on being the best and most reliable partner you will have. Our partnerships last, we are in export for the long term, we pride ourselves on always being approachable, being on time, meeting product specs every time and if we have a problem we will let you know well in advance.

