

# Sales Pitch (AIDA / PAS)

Objective:

Develop a strong and persuasive sales pitch.

Business Context:

You are pitching a product/service to potential customers.

Tasks:

- Create a 60-second elevator pitch
- Create a full pitch using AIDA or PAS

Deliverables:

- Pitch scripts
- Framework explanation

KPIs:

- Clarity
- Persuasiveness

Evaluation Criteria:

- Structure
- Customer focus