

# PROmodel for the Perfect Pitch

## PROblem

Describe the situation your prospect faces.  
Make sure he fully understands you have nailed his problem.

## PROcess

Describe how your solution works.  
Remember: people cannot remember a lot. Narrow it down to 3 items max.

## PROof

Convince them with something tangible: a use case, key metrics, other successes...

## PROMise

Capture your solution in a few keywords. It should get people start wondering 'how?'

## PROposal

Make them wonder about your offer. One question. That's it. Keep it simple..

