RS-T05 / BUILDER

Sales Message & Pitch Builder

Say why a buyer should care, in their words, in under a minute.

BUILT FOR

Sellers, Founders & Revenue Leaders

STAGE

Build

YOU LEAVE WITH

A tested 30-second pitch and persona variants

INSIDE

01 Understand

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01 UNDERSTAND

If buyers can’t repeat it, it isn’t working.

Most pitches describe the product. Buyers act on problems. This builder helps you move from features to a short, specific message that a buyer recognizes, believes, and can repeat to their colleagues.

THE PROBLEM

Pitches lead with features, sound like every competitor, and change from seller to seller.

WHO IT'S FOR

Sellers who want a sharper opening, and founders writing the message the first sales hires will use.

WHEN TO USE IT

Before outbound, before a new market or persona, or when meetings happen but buyers don’t see why to act.

The message spine

Every strong pitch answers five questions in this order. Skip one and the message weakens.

01	02	03	04	05
Who	**Problem**	**Point of view**	**Why us**	**Ask**
Who it is for, and the situation they are in.	What is hard for them, in their words.	What they should do differently, and why now.	What makes the change credible.	The small, specific next step.

WEAK OPENING	STRONG OPENING
"We're an AI-powered platform that streamlines end-to-end workflows."	"Most operations leaders we talk to spend Monday rebuilding last week’s numbers by hand. We help them stop."
"We have lots of features that help teams be more productive."	"When teams add a second office, scheduling usually breaks first. That’s the problem we solve."

How to use this builder

1. **Pick one persona** and one situation. Generic messages come from trying to speak to everyone.
2. **Work through the three parts:** problem, point of view, then the pitch itself.
3. **Say it out loud** to a colleague, then test it in five real conversations before you finalize it.

Name the buyer and the problem.

Start with who you are talking to and what is hard for them. Use their words, not your category's.

Persona snapshot

	PERSONA 1	PERSONA 2
Role		
What they are measured on		
Situation that makes this relevant		
What is hard right now		
Words they use for it From calls, reviews, job posts		
What they do today instead		

Problem statement

TEMPLATE

Persona at type of company struggle to job they need to do because root cause. That means consequence they feel.

EXAMPLE

"Heads of Customer Success at growing B2B SaaS companies struggle to spot at-risk accounts early because usage data sits in three different tools. That means renewals get rescued at the last minute, or lost."

Your point of view, and why you.

A point of view tells the buyer what to change and why now. Proof makes it believable without hype.

Point of view

QUESTION	YOUR ANSWER
What do buyers usually believe or do today?	
Why does that stop working? What changed in their world	
What should they do instead?	
Why now? The cost of waiting	

> **EXAMPLE**
>
> A B2B SaaS company selling forecasting software. "Most teams forecast from rep opinion in a spreadsheet. That works at five sellers and breaks at twenty, when no one can see why the number moved. Forecast from buyer evidence instead, before the next board cycle exposes the gap."

Why us: credible proof

Use proof you can stand behind. If you cannot verify it, leave it out.

PROOF TYPE	WHAT IT LOOKS LIKE	YOURS
How it works	The mechanism, in one sentence a buyer can picture.	
Show, don't claim	The single moment in a demo that makes the point.	
Real customer story	A situation and outcome a customer has agreed you can share.	
Experience	Why your team understands this problem from the inside.	

Assemble the pitch.

Put the spine together in three lengths. Write the 30-second version first; it is the hardest and the most useful.

The 30-second version

PART	YOUR WORDS
Who "We work with..."	
Problem "They usually struggle with..."	
Point of view "What works better is..."	
Why us "We help by..."	
Ask "Would it be worth..."	

Adapt it by persona and setting

SETTING	WHAT CHANGES	YOUR VERSION (FIRST LINE)
Cold email	Shorter. Lead with the situation or trigger. One question as the ask.	
First call opening	Problem and point of view, then hand over with a question.	
Executive	Outcomes and risk; less on how it works.	
Hands-on user	Daily friction and what changes in their week.	

03 LEARN

A worked example, and what to avoid.

> **EXAMPLE**
>
> A founder at a B2B SaaS company selling onboarding software.
>
> **Before:** "We're an all-in-one onboarding platform with automated workflows, templates, and analytics."
>
> **After:** "We work with People teams at companies hiring more than twenty people a quarter. Most of them are still chasing paperwork by email, so new hires spend week one waiting instead of working. What works better is one checklist that every team owns a part of. We set that up in days, not months. Would it be worth comparing it with how you onboard today?"

Common mistakes

- **Leading with the category.** "We're a platform for..." makes the buyer sort you, not listen.
- **Claims without proof.** "Best-in-class" and "seamless" add length and remove trust.
- **One pitch for every persona.** Keep the spine, change the problem and the words.
- **Never testing it.** A message is a hypothesis until buyers react to it.

04 EVALUATE

Check your work.

- [ ] It fits in about 30 seconds out loud.
- [ ] The problem uses words a buyer has actually said.
- [ ] It says what to change and why now.
- [ ] Every proof point is true and checkable.
- [ ] A colleague could repeat it after hearing it once.
- [ ] It was tested in at least five real conversations.

05 GO FURTHER

GTM SPRINT

Want to work through this on a live deal?

In a GTM Sprint we sharpen your message with you, test it against real buyer conversations, and turn it into the openings, emails, and talk tracks your team uses.

Book a strategy call: cal.com/revseries/strategy-call

Prefer email? advisor@revseriesadvisory.com