IP BEST PRACTICES

Sales Pitch Practicing

A best practice shared by InspiringPeople.

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Sales Pitch Practicing

Practicing your pitch internally, speed-date style, sharpens how the whole team 'sells' its value — inside the company too.

Key steps

Every team member is a sales ambassador for what the team does, so it helps to practise pitching that value regularly, not just externally.

Set up two rows of chairs facing each other, speed-date style. One row pitches for one minute, the other gives feedback for five, then one row shifts one seat over and it repeats, three or four times — closing with a discussion of how differently people perceived the same pitch.

CONTACT

InspiringPeople

ADDRESS

Maliebaan 45

3581 CD Utrecht

The Netherlands

PHONE

+31 84 00 38 999

EMAIL

contact@inspiringpeople.com



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