



# Introduction vs. Sales Pitch

## Training Guide for Alignable Smart Connect Events

Smart Connect events are designed to help you form real relationships not to get people into your sales funnel. An effective introduction opens the door to conversation, while a sales pitch belongs later, once rapport and permission have been established.

This guide will help you confidently show up, build rapport, create more meaningful conversations, and avoid being reported for self promotion.

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### 1. What Is an Introduction?

An introduction is a short, friendly statement that:

- Shares who you are
- States what you do in *simple, human language*
- Is conversational, not persuasive or a string of facts
- Invites curiosity rather than pushing for action

#### Key Traits of a Good Introduction

- 10–20 seconds
- No selling
- No explaining your full process
- No special offers or pricing
- No assumptions about the other person's needs
- No sharing of personal contact information

**Goal:** *Start a conversation, generate interest around you and your company to make the other attendees want to get to know you.*

**Example Structure:** **Name + Role + Who you typically help + Simple benefit/outcome**

Example: “Hi, I’m Lisa, a real estate agent who helps first-time buyers feel confident navigating the market.”

### 2. What Is a Sales Pitch (Self Promotion)?

A sales pitch is a more detailed, persuasive message meant to:



- Communicate your value
- Explain your offer or solution
- Encourage someone to take a next step (call, demo, purchase)

### Key Traits of a Sales Pitch

- Longer and more detailed
- Focuses on features, benefits, and results
- Includes calls to action
- Appropriate only after the other person shows interest or gives permission in a follow up call or message

**Goal:** *Help someone understand how you can solve a specific problem for them and get them into your sales funnel.*

## 3. Best Practices for Smart Connect Breakouts

### ✓ Do

- Keep your intro short
- Ask questions about the other person
- Look for shared interests or overlapping audiences
- Offer help or advice

### ✗ Don't

- Launch into a pitch without permission
- Treat the breakout like a cold sales call
- Overwhelm people with details
- Pressure someone to take a next step such as a 1:1 call or sharing contact information

## 4. Final Reminder

Introductions build relationships. A Smart Connect event is to get you through the first part of the Know - Like - Trust Funnel, meeting a new person. Once you meet a person you can decide if you would like to get to know them further by sending a connection request and continuing the conversation.

In Smart Connect sessions, focus first on connection, curiosity, and collaboration—the business opportunities will naturally follow.



## 5. Industry-Specific Examples

Below are clear contrasts showing an appropriate introduction vs. an early sales pitch.

### Real Estate Agent

- ✔ “Hi, I’m Mark. I’m a real estate agent, and I help families in the Denver area find homes that fit their lifestyle and budget.”
- ✘ “I’m Denver’s top-rated agent, and I can help you sell your home for 15% above market value. I offer free staging, professional photos, and a discounted rate”

### Marketer

- ✔ “Hi! I’m Jenna, a digital marketer who helps small businesses get more visibility online through simple, effective strategies.”
- ✘ “I build SEO funnels, automate retention workflows, and run ad campaigns that typically double revenue in 60–90 days. If you want, I can run a quick audit of your website and show you where you’re losing leads.”

### Virtual Assistant

- ✔ “Hi, I’m Robbie. I’m a virtual assistant who helps busy entrepreneurs stay organized and save time on administrative tasks.”
- ✘ “I offer calendar management, inbox cleanup, CRM setup, and travel planning. I have three package levels and can get you started at \$497 a month.”

### Business Coach

- ✔ “Hi, I’m Alicia. I’m a business coach who helps new entrepreneurs build clarity, structure, and confidence as they grow.”
- ✘ “I offer a 12-week coaching program that includes weekly strategy calls, accountability tracking, and mindset training. Most clients double their revenue within six months.”

### Wellness Coach

- ✔ “Hi, I’m Sam. I help busy professionals build healthier habits and reduce stress in practical, sustainable ways.”
- ✘ “I run a comprehensive wellness coaching program that includes meal plans, exercise guidance, and weekly check-ins. I guarantee results if you follow the program.”