

Craft a Compelling Sales Pitch - Norman



Introduction	"Hi Norman, welcome to Maybank! Buying your first condominium is a massive milestone. When managing client accounts and volatile numbers all day as an accountant, having absolute predictability in your personal finances is essential. Our goal is to give you the right support at every stage of your journey, showing you how we can build your dream home while safely managing your long-term financial planning."
Body (Benefits)	"I highly recommend our Fixed Mortgage Package because it provides the greatest payment certainty. First, it requires the Lowest Downpayment of just 10%. You pay only RM 50,000 upfront and keep your extra cash to completely clear your existing personal loan and credit card debt. Second, it gives you Perfect Timing with a 25-year loan plan that fits your exact goals. Most importantly, it guarantees Fixed Payments—a locked stable interest rate of 4.0% per year means your monthly bill never changes, making long-term financial planning much easier. Finally, it keeps you Safe & Secure, as it features the lowest late fee of 1.25% to protect you from high penalty charges."
Call-to-action	"We are ready to act as your trusted partner to help you find your perfect home loan. How does this Fixed strategy sound for securing your new home today, so we can finally say, 'Let's Build Your Dream Home with Us!'"

Sales pitch checklist

Use the checklist below to self-assess your draft sales pitch. Does it meet the best practices below?
If not, how can you refine it?

Best practice checklist	Did you apply?
Tailor your message to the audience	
Start with a friendly greeting	
Share relatable experiences to build trust	
Use conversational and positive tone	
Open strong	
Emphasize benefits, not features	
Tell a story	
Call to action	
Be clear and concise	