
Overview

This standard is about the skills and knowledge needed for you to pitch food and drink products to potential customers in a food and drink business.

The fast moving highly competitive food and drink industry allows little opportunity for second chances. Opportunities to pitch to customers can be limited and will always need to be informative, creative and focused.

You will need the skills and knowledge to identify opportunities to pitch to potential customers and confirm practical arrangements for the pitch. You will need the skills and knowledge to prepare the pitch including knowing your product, markets, financial and technical data. You will need the skills and knowledge to pitch to potential customers adhering to time constraints and answer questions confidently and knowledgeably.

This standard is for you if you work in food and drink manufacture and/or supply operations and are involved in pitching food and related products to potential customers in a food and drink business.

Performance criteria

You must be able to:

Confirm arrangements for the pitch

1. gather information about the potential customer including its size, market, customers and portfolio of products similar to yours
2. identify and develop an opportunity to pitch to a customer in line with your organisation's strategy, policy and plans
3. confirm your attendance at the pitch ensuring you are aware of the timings and venue
4. confirm you know the exact requirements and expectations of the customer during the pitch adhering to customer guidelines if available

Prepare to pitch

5. collate information on the current and future market and customers for your product
6. prepare detailed financial reports ensuring you can discuss pricing, costing and conditions of contract knowledgably and confidently
7. identify the unique selling point of your product or service and ensure this is communicated to the customer during the pitch
8. prepare answers to possible questions from potential customers including those on technical issues, availability, quality, financial data and supply of your product or service
9. practice your pitch ensuring it is appropriate to the target audience

Pitch to potential customers

10. check that your actions, words, behaviours and dress support the food and drink business and customer expectations and requirements
11. pitch your product confidently and knowledgably to potential customers adhering to time constraints
12. answer questions from potential customers remaining positive but within the limits of your authority for what your food and drink business can deliver
13. follow up any oral agreements in writing
14. seek feedback on the pitch, build on success and address problems

Knowledge and understanding

You need to know and understand:

1. how to collate information on the potential customer and why it is important to do so
2. how to identify and develop potential pitch opportunities
3. what the practical arrangements are for the pitch including timings, question and answer sessions, venue and the availability of information technology and why it is important to confirm these and your attendance at the pitch
4. what the customer expectations and requirements are for the pitch
5. the areas of the product or service you must be knowledgeable in including market, customers, costing, quality, availability and others, why it is important to know this and how to do it
6. how to prepare detailed financial reports on the product or service
7. why it is important to identify a unique selling point for your product and how to do this
8. the possible questions about your product you may be asked and the importance of preparing answers to these questions
9. why it is important to practice pitching to potential customers and the best ways of doing this

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Pitch food and related products to potential customers in a food and drink business



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