LAUNCH READY · SESSION 7 OF 8

Selling with Confidence

Listening, showing value, handling price pushback, and your 60-second pitch

Toronto Public Library · York Woods Branch
Entrepreneur in Residence · Fall 2026 · Leo Bailey

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SESSION 7

Today's session

1. Listen, show value, follow up
2. Handling 'it's too expensive'
3. Your 60-second pitch, practised live

YOU LEAVE WITH

A 60-second pitch you have said out loud three times

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REFRAME

Selling is helping someone make a good decision.

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THE FUNDAMENTALS

Listen, show value, follow up

1

Listen

Ask questions. Talk less than half the time.

2

Show value

Connect what you offer to what they told you.

3

Follow up

Most sales happen on the second or third contact.

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LISTENING

Questions that open a conversation

What made you look into this?
Uncovers the real need.

What have you tried before?
Shows what they did not like.

What would make this a win?
Tells you what value means to them.

What is your timing?
Tells you how urgent it is.

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SHOW VALUE

Features tell. Benefits sell.

Feature (what it is)	Benefit (what it means to them)
Delivery included	You do not lose an hour picking up food
Two-hour appointments	Your child's hair is done in one visit
Weekly check-ins	You never wonder where your project stands

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PRICE PUSHBACK

When they say 'It's too expensive'

1. **Pause.** Do not rush to discount.
2. **Acknowledge.** 'I understand, it is an investment.'
3. **Ask.** 'Compared to what?' or 'What were you expecting?'
4. **Remind them of the value.** Use what they told you earlier.
5. **Offer an option, not a discount.** A smaller package or a payment plan.

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WHAT TO SAY

Short scripts that work

They say	You can say
'I can get it cheaper.'	'You can. Here is what is different about mine.'
'Let me think about it.'	'Of course. What would help you decide?'
'Can you do it for less?'	'I can do a smaller version at that price.'

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60-SECOND PITCH

Build your pitch in five parts

Hook	Problem	Solution	Proof	Ask
10 sec	10 sec	15 sec	10 sec	15 sec

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EXAMPLE PITCH (FICTIONAL)

Ever tried to find good Caribbean catering for 50 people in North York? Most caterers are booked or far away. Island Spice brings home-style meals to your event, delivered. Three churches booked us last season. Who do you know planning an event this winter?



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PRACTISE LIVE · 12 MINUTES

Pen and paper · use your handout

Pitch trios

1. Two minutes: write your pitch on the worksheet
2. Groups of three: pitcher, customer, coach
3. Pitch, get one glow and one grow, then rotate
4. Everyone pitches at least twice

Say it out loud. The second time is always better than the first.

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TAKE HOME

What you are leaving with

- Listen, show value, follow up
- A calm response to price pushback
- Your 60-second pitch, practised

NEXT WEEK

Community Launch Circle

Questions? Book a one-on-one session.

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