

How To Give A Rock Star Sales Pitch: Sales Strategies From The Voice Coaches

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The coaches on [The Voice](#), NBC's singing competition television show, may teach contestants how to become hit vocalists — but they also show you how to give a rock star sales pitch. When [Blake Shelton](#), [Christina Aguilera](#), Pharrell Williams, or [Adam Levine](#) try to convince a contestant to choose them as their coach, each uses a unique sales strategy. Because each approach reflects the personality and leverages the status of the coach, the show provides insights into how to make a pitch that best fits you.

As a four-time winner of *The Voice*, Blake Shelton has a proven track record. He often simply draws attention to his past successes and he is able to attract to his team even the most unlikely singers. Talking with a client about the wins you've previously achieved helps reduce the perceived risk of choosing you. If the "product" you're selling is yourself, like when interviewing for a job, or if you're new to a service provider role, you may fear this approach seems like you're bragging — but you're actually giving others the confidence that you are the right selection. It comes off less as arrogant and more as an achievement if you communicate with sincerity, as Blake does with his folksy style.

Christina Aguilera often uses what she has in common with a contestant — whether that is being a woman, having started in the business as a youth, or being older than the other coaches. Sale



people often try to create a bond with their customers by finding a commonality, but Christina's approach is about

more than establishing rapport. She makes a strong case to contestants by explaining how her unique vantage point and experience from that common situation can help them. When you talk about your relevant experience to a potential client, you should connect the dots between the “what” and the “why it matters” for them.

Adam Levine has won singers over by criticizing their performances. He stands out from the other coaches who sometimes seem more concerned with appealing to the person’s ego than with acknowledging their faults. Most businesspeople value honesty over flattery, so offering constructive criticism is often an effective way to gain their trust. It also gives them a taste of what their experience with you or your firm will be like.

Intimacy and understanding is how Pharrell Williams makes his pitch. He is often the least aggressive and direct in his appeal to contestants, choosing instead to simply show that he “gets” them. This seductive approach works because many people — particularly those who see themselves as unusual — want to be related to as a person first, then as a contestant. In the same way, you can win prospects over by demonstrating you understand who they are and what they want and need before you discuss the solutions you’re selling. Importantly, this approach only works if done authentically, as Pharrell does — people need to feel real empathy, not sense that you are using it as a means to an end.

One sales strategy that all the coaches use at one time or another is to convey their strong desire for a contestant. They will either point to how quickly they pushed their button to indicate their interest in the singer, or they will express their emotions strongly. Sometimes contestants explain that they chose their coach simply because he or she showed them how much they were wanted — clients can be convinced similarly. Going out of your way to do something special or over-delivering on your response to an RFP gives evidence to your passion for the work and suggests the client will benefit from that commitment after the sale. But be careful not to convey desperation — people will choose you only if they respect you.

A couple of pitch approaches from The Voice coaches almost always fail. The first is competing directly against another option. Although the rivalry between Adam and Blake can be entertaining at times, it is usually distracting. And oftentimes when one of them aggressively campaigns against the other, it backfires. Being clear about the advantages you have is appropriate; badmouthing your competitor isn’t — even if it’s done subtly or with humor. Also coaches talking about a contestant filling in a hole or complementing their teams usually doesn’t work. In the same way, prospects don’t want to hear about how they will make your client roster better and hiring managers don’t care about how the job they’re offering will make your resume stronger. WIFM — what’s in it for me — should remain the focus of your pitch.

Everyone is selling something — for some, you’re selling a product to a customer; for others, you’re an agency or service provider offering your services to a client; for still others, you’re interviewing for a job or lobbying for a promotion. Each of you is probably an attractive, accomplished professional, not unlike the coaches on The Voice. Just as they make strategic choices about how to persuade contestants, you need to be clever and careful about how you make your pitch. Follow their lead. Pick a sales strategy with a unique appeal. Sell like a rock star.

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