Developing A Pitch For Your Agritourism Product

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A pitch is a short, snappy intro in to who you are and what you can offer

Key elements of a pitch include

- Identifying your customers needs / what are they looking for
- Describing how your product or service meets their needs
- Credibility – give people confidence that you can deliver through guest testimonials or prior experience
- Anticipate questions they might have about pricing, how to book, timing etc – and answer them
- Engage the audience in a personal story, example that connects with them emotionally