

The Power of the 60 Second Elevator Pitch

Customers/Clients cannot know what to expect or how to value a product or service until they can place it in some sort of comparative context. You've got about 30-60 seconds, about the time of an average elevator ride to define your position to your target segment and explain how what you do benefits them. The actual words that you learn to use when you deliver your elevator speech will become the most profitable 30-60 seconds you may ever use. Just fill in the blanks.

Hello, my name is _____, I am the (title) _____ of (name of company)

_____, (power statement) _____

The (number) _____ biggest problems/frustrations that everyone has when trying to pick out / find / do business with a (your business / industry) _____, are.

1. _____

2. _____

3. _____

This can cause: (end result of problems)

1. _____

2. _____

3. _____

At (company name) _____, we protect you from those problems

by / through our unique (process with handle _____ which means / does:

1. _____

2. _____

3. _____

We have created / developed a FREE (type of sales tool) _____, it is titles

title of sales tool _____, it will show you how to:

1. _____

2. _____

3. _____

I've brought a couple of copies with me, and I'll give you one, just write FREE (type of sales tool)

_____ on the back of your business card and hand it to me after the meeting.

Thank you my name is _____ from (name of company) _____.