

90 SEC NETWORKING ELEVATOR PITCH TEMPLATE

TIPS

- SUCCINCT STATEMENTS HEADLINES (10 – 20 SEC)
- CUSTOMER STORIES – WOW!
- QUANTIFY PAIN & GAIN AND PAYBACK TIME
- CONTRAST – (WITH-WITHOUT OR BEFORE-AFTER)
- DEFINE YOUR TARGET AUDIENCE – WHAT PRICE POINT
- 5 STATEMENTS X 15SECS = 75 SECS ... 15 SEC FREE

1	<p><i>Hi, I am (name)....</i> <i>I am from (company name) ...</i></p> <p>Opening WOW Statement <i>... make a stand and use your LEAD story</i></p>
2	<p>Value Proposition <i>The problem we solve for our customers is.....</i></p> <p><i>Quantify the customer pain and gain, ROI – payback</i></p>
3	<p>Unique Selling Proposition <i>What makes us different is</i></p> <p><i>Include comparisons substitute products and doing nothing</i></p>
4	<p>Target Market <i>My ideal referral-customer is...</i></p> <p><i>Size: employee or revenue, geography, demographic ...</i></p>
5	<p>Case Study <i>Proof, credibility, understanding and WOW!</i></p> <p><i>One of our customers....</i> <i>Be specific: Names, quantify impact you had</i> <i>What makes this case interesting and relevant</i></p>

This resource has been kindly provided by



If you have any questions, please call 0800 CHAMBER (0800 242 623).

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