

Create your Elevator Pitch

Think of your elevator pitch as a verbal business card that describes your value proposition. Use the six building blocks to create your positioning statement and define your USP (Unique Selling Proposition)

1. TARGET CUSTOMERS

Whom do you serve (mass markets, specific industries or a limited number of highly specialized clients)? _____

What makes for an ideal customer regarding industry, location, size, and type? _____

What attributes describe an ideal customer or client relating to company culture, values and practices? _____

This allows the person on the receiving end to think, "This person works with companies like ours and people like us." Know your target customer so you can craft messages that will resonate with them. In addition, the more you can position your areas of specialization for a particular buyer, the more you differentiate yourself.

2. BUSINESS PROBLEM AND CHALLENGES

What types of opportunities, needs and business problems do you address? _____

Provide specific examples of solutions you offer to common customer/ client challenges:

- Reduced costs, improved efficiencies, etc. _____
- Improved trust, better communication, etc. _____

This helps prospects understand how, when and where they should use you.

3. IMPACT OF SOLVING CUSTOMER NEEDS

What are the financial and quantitative benefits you provide clients? _____

What are the emotional and qualitative benefits you provide clients? _____

Provide case studies or examples of specific solutions and outcomes you have achieved?

You may be thinking, "I do so much, and the specifics of my solutions are always different." When crafting your positioning statement, choose one or two, generalize the type of impact, and later, in proof of concept, you can provide a specific example. This helps people see why they should select you!

4. YOUR OFFERINGS – PRODUCT, SOLUTION, OR PROCESS

Define your approach, how you solve problems and work with customers? _____

List or define your primary and highest value solutions. _____

List or define your secondary and other value solutions. _____

Notice that your offerings are the fourth point. Don't lead with your capabilities. Take a customer-centric approach and frame your offerings within the context of the customer needs/ wants/ or challenges you can solve.

5. PROOF OF CONCEPT

Provide examples that demonstrate how your approach has worked to solve similar problems for others? _____

What data or evidence can you use to substantiate your claims? _____

Can you provide names of individuals that will provide an endorsement or reference to your claims?

If yes, who are they? _____

Tip: Use reference stories, case studies and relevant data to provide evidence to substantiate your claims.

6. DISTINCTION

Why are you preferable or better suited than other providers for solving the customer's need?

Is there something unique about you that is worthwhile to share? (Don't be afraid to state your abilities. This is not a time to be modest.) _____

Is there some way to highlight how you're distinct from others? _____

As you build your value proposition and create a positioning statement, take care not to build just one canned statement that you use with everyone. Slick "elevator pitch" deliveries always sound a little too rehearsed and smooth. These six components are building blocks that you can use to build the story you want to deliver about what makes you unique and valuable. Use all of them or select components that resonate best for you.