

# 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><b>Opening WOW Statement</b>  <i>... make a stand and use your LEAD story</i></p>
2	<p><b>Value Proposition</b>  <i>The problem we solve for our customers is.....</i>  <i>Quantify the customer pain and gain,</i>  <i>ROI – payback</i></p>
3	<p><b>Unique Selling Proposition</b>  <i>What makes us different is ....</i>  <i>Include comparisons substitute products and</i>  <i>doing nothing</i></p>
4	<p><b>Target Market</b>  <i>My ideal referral-customer is...</i>  <i>Size: employee or revenue,</i>  <i>geography, demographic ...</i></p>
5	<p><b>Case Study</b>  <i>Proof, credibility, understanding and WOW!</i></p> <p><b>One of our customers....</b>  <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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