



G2.04

CUSTOMER RELATIONS
/Marketing

DECISION SHEET

v2.2.1

Job to be done

It is important that we know how to communicate our business concept and model to the outside world.

By being able to explain briefly and concisely our concept to others, we will have better chances of expanding our network and customer portfolio.

How to do it

Start by noting to which audience your elevator pitch should be directed. Next, read through all the examples of formulation. Mark with an X or prioritize with A, B, C, which formulations you think are most useful.

Continue by completing the sentences for a first draft of an elevator pitch.

Finish by creating your own response to the question "So, what do you do?".

Next Step

- Figure out if you need elevator pitches for other customer segments.
- Practice your pitch on someone who knows your company and can give feedback.
- Communicate the elements of the elevator pitch to your employees.

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Elevator Pitch

Decide key messages when presenting the company to customers

**AUDIENCE**

ELEMENTS OF THE ELEVATOR PITCH

TOPIC	!	BEGINNING OF PHRASE	FINISH THE SENTENCE
WHO		We are / I am...	
		Our clients include / We work for...	
		The reason why we / I started the company because...	
WHAT		We help our clients...	
		Our product/service is...	
		Our products are characterized by...	
WHY		Our clients buy our products because...	
		We are different from our competitors because...	
		We had a client who experienced...	
HOW		You can buy our products by...	
		It works by...	
		You can get in touch with me by...	

FORMULATION OF THE ELEVATOR PITCH

Date:

Name:

Company: