

ELEVATOR SPEECH TEMPLATES

Elevator Speech Template #1 – Classic Style

Problem: “[Customer Type] are often frustrated by the effort it takes to [Action].”

Solution: “[Your New Solution] eliminates [Problem] and/or the need to [Customer’s Old Solution].”

Why You: “[Your Company] has helped [Number of Customers Served] of [Customer Type] [Customer’s Industry] solve [Problem] with [Your New Solution].”

Value: “With [Your New Solution], you can [spend less/make more] [time/money] [Action].”

Result: “After implementing [Your New Solution], our customers no longer struggle with [Problem] and instead experience [Benefits], which makes them feel [Feelings].”

CTA: “I’ll give you a call to learn more about your situation (Get Contact Info). Thanks for your time.”

Elevator Speech Template #2 – Sales Style

Have you ever [THE SITUATION THAT THE PROSPECT FACES]?

[COMPANY NAME] manufactures [PRODUCT LINE] for [TARGET MARKET] so that you can [PRIMARY VALUE PROPOSITION / BENEFIT].

Unlike [TRADITIONAL ALTERNATIVES/COMPETITIVE OFFERINGS], [OUR PRODUCT] is [COMPETITIVE POINT OF DIFFERENCE].

[CALL TO ACTION].

ELEVATOR SPEECH TEMPLATES

Elevator Speech Template #3 – Infomercial Style

Are you sick and tired of (problem/struggle) and how it's causing (negative effect or effects)?

Introducing (product or service), the revolutionary new solution for (problem/struggle).

Briefly explain how product or service works with a focus on how easy it is to use or implement.

Imagine no more (negative effect or effects) and being able to (life with problem/struggle solved).

After trying (product or service), we think you'll agree that it's the best solution for (problem/struggle) there is. We're so sure you'll love it, we're offering a 30 day unconditional money back guarantee. If you're not fully satisfied with your new (product or service), simply return it for a full refund, no questions asked.

Order now and Say goodbye to (problem/struggle) and (negative effect or effects), and say hello to (life with problem/struggle solved) – get yours today!

Elevator Speech Template #4 – Story Style

Once upon a time [INTRODUCE CHARACTER AND CONTEXT].

Every day, [ESTABLISH THE WAY THINGS WERE].

One day [INTRODUCE PROBLEM/INCITING INCIDENT].

Because of that [CHALLENGE].

Because of that [SEARCH FOR SOLUTION].

Until finally [FINDS SOLUTION].

Now, [ESTABLISH THE WAY THINGS ARE BETTER NOW].