

ELEVATOR SPEECH WORKSHEET

Answer these questions to help build out your elevator speech

WHAT DO YOUR CUSTOMERS WANT OR NEED?

If the answer isn't obvious, try looking up industry surveys to find this information.

WHAT DO YOUR CUSTOMERS STRUGGLE WITH MOST?

What prevents them from reaching their goals or getting what they want/need?

1)

2)

3)

HOW DOES THE STRUGGLE EFFECT THEIR BUSINESS?

For example: Not having access to the data and information to do their job makes workers less efficient, less productive, and makes them feel frustrated.

HOW DO YOU SOLVE THE PROBLEM?

Focus on the *process* rather than the specific product.

NOW, WHAT IS LIFE LIKE FOR YOUR CUSTOMER AFTER YOU HAVE SOLVED THEIR PROBLEM?

Include details and feelings. Example:
Employees are able to find what they need, when they need it, enabling them to do more work in less time & feel like ROCKSTARS!
Bad Example: Their business is improved.