

Elevator Pitch Template

KEY ELEMENTS	EXAMPLES for DIFFERENT SCENARIOS		
	PRODUCT PROMOTION	JOB INTERVIEW	NETWORKING
SIMPLE			
BRIEF - OPEN WITH A GRABBER	<i>Who doesn't hate getting trapped in a long line of phone tree options?</i>	<i>Hi, my name is Mary Jones. I was so excited to see you were hiring. Your company is one I have been following throughout my career.</i>	<i>Hi, I'm Mary Jones. I am a marketing and communications professional for XYZ Company and an admitted word nerd.</i>
IDENTIFY KEY POINT(S)	<i>Ineffective response systems lose customers and money. In one case study, 27% of customers hung up before resolving their issue.</i>	<i>I have been in marketing and communications for over 20 years and worked for both Fortune 500 companies and a start-up where I directed our marketing strategy that grew our client base by 32%.</i>	<i>We're a technology company that developed a unique system for improving the dreaded phone tree system.</i>
MAKE IT RELEVANT TO LISTENER	<i>Imagine the impact to your company's reputation if you lost over one quarter of your callers.</i>	<i>I was especially intrigued by your posting as it taps into many of my specialties and offers the variety and creativity I love.</i>	<i>That first encounter can make or break a company's reputation so our clients are thrilled to see the immediate impact.</i>
CLEAR			
WHO YOU ARE	<i>At XYZ Company, we developed a proven method for reducing caller hang-up.</i>	<i>Currently, I am the marketing and communication director for XYZ Company.</i>	<i>I've been in marketing and communications for 20 years. It's exciting to see how much it's changed.</i>
WHAT YOU DO	<i>Our proprietary software captures caller hang-ups, analyzes the point of hang-up, and delivers a customized plan that simplifies the process to produce better results.</i>	<i>I am responsible for a multi-channel marketing and communications strategy and oversee the creation of all digital and print content to ensure branding integrity while tracking and analyzing engagement results.</i>	<i>I love the opportunity to share the success stories of our clients. I work on promoting both our clients and our experience through social media and other communication channels.</i>
WHY IT MATTERS	<i>After implementing our software consulting, the case study client went from 27% in hang-ups to less than 5%.</i>	<i>During my 20 years, I have had expanding roles in a variety of industries. That helped me build a strong knowledge base and the flexibility to adjust to any challenge.</i>	<i>Customer service has a nasty reputation. So a business that gets recognized for good service really stands out.</i>
UNIQUE			
WHY SHOULD THEY CARE?	<i>In addition to better hang-up results, 98% of callers rated their experience as a 4 or 5 on a 1-5 rating scale.</i>	<i>I have proven results and a history of positive performance reviews that helped me advance to management positions.</i>	<i>I attended this conference to connect with other professionals to share ideas and learn what's new. So tell me about yourself.</i>
WHAT'S IN IT FOR THEM?	<i>We believe in our product so much, we guarantee improved hang-up results after 90 days or we'll return our consulting fee.</i>	<i>What I am most excited about is the opportunity to share my experience and to learn more from a top company like yours.</i>	<i>Are you on LinkedIn? I have quite a few connections I could introduce you to who I think would be interested in what you do.</i>
WHAT MAKES YOU DIFFERENT?	<i>No one else in the business does that.</i>	<i>This is not just a job to me. It's a passion I love.</i>	<i>I think we are each unique and I love learning what inspires others.</i>