



Elevator Pitch Discussion Points Template

1. Describe your role / business.

Let's see how you'd describe it now, so we can compare at the end of the process.

What you're selling

2. Describe a typical first contact with a customer.

Imagine your phone rings and it's a potential customer.

What does that conversation look like?

- What kind of person is on the other end of the line? Who is your audience?
- What are they asking for? What challenges are they facing?
- What are their pain points?
- What's their alternative? If they hang up, what do they do? (Could be calling a competitor or doing something completely different)

The process

3. If that initial contact goes well, what happens next?

It could be as simple as putting a widget in a box and shipping it, or something more involved. How do you deliver?

The outcomes

4. What is the point of any of this from a customer perspective?

They have a product, experience or service that they didn't have before. But what does that lead to?

- What can they do now that they couldn't do before?
- What problems are now solved – or at least alleviated?
- If someone asked a customer why they spent money with you, what might they say?

Competitors

5. Describe your competitors.

One competitor is always inaction. Beyond that, who can you name?

- What do your competitors do really well? (either individual businesses or your industry as a whole)
- What do you have that your competitors don't?