



Elevator Speech Template

Summary

Take as long as you need to think about these answers, because the success of your business could depend on it! When you have finished, delete this paragraph, and all of the instructions and examples below, put your own logo on the form if you like, memorise these speeches and you will be ready to confidently answer any questions about what it is that your business does, in a way that will get people's interest. Try to answer these questions in your speeches.

Who? Describe who you are. Keep it short! What would you most want the person to remember about you.

What? Describe what you do. State your value phrased as key results or impact. This should allow the person to understand how your company would add value to them.

Why? Why you are unique? Show the unique benefits that your company brings to business, and what it does that is better or different than others.

When? Your road map to success. Describe your goals. Remember, goals should be concrete, defined, and realistic. Throw in some numbers.

12-second speech

1. [Summarise in one simple sentence what your company does or provides.]

EXAMPLE: We provide the highest quality widgets that money can buy.

2. [Describe the benefits that your product or service provides. List the features that set your product or service apart from your competitors' products or services. But keep it short, this isn't a sales pitch.]

EXAMPLE: Our widgets perform five important tasks, which are ...

30-second speech

1. [Summarise in one or two simple sentences what your company does or provides.]

EXAMPLE: We provide the highest-quality widgets that money can buy. Our widgets come in a wide range of models, including the latest deluxe turbo-charged model.

2. [Describe the benefits that your product or service provides. List the features that set your product or service apart from your competitors' products or services.]

EXAMPLE: Our widgets perform five important tasks, which are ...

3. [Briefly state your company's qualifications.]

EXAMPLE: We've been creating high-quality widgets for more than 100 years.

4. [Describe your company's goals or objectives, or both.]

EXAMPLE: We aim to sell more widgets than any other company in Australia.

3-minute speech

1. [Summarise in one simple sentence what your company does or provides.]

EXAMPLE: We provide the highest-quality widgets that money can buy.

2. [Describe the benefits that your product or service provides. List the features that set your product or service apart from your competitors' products or services.]

EXAMPLE: Our widgets perform five important tasks, which are ...

3. [Briefly state your company's qualifications.]

EXAMPLE: We've been creating high-quality widgets for more than 100 years.

4. [Identify your company's mission in one sentence.]

EXAMPLE: Company wants to improve the quality of people's lives by providing the highest-quality widgets to every person in the world.

5. [Describe your company's goals or objectives, or both.]

EXAMPLE: We aim to sell more widgets than any other company in Australia.

6. [Give an example of a successful outcome from the sale of your product.]

EXAMPLE: We provided the widgets that built the Port Macquarie Glasshouse.