



Elevator Speech Template and Example

Have you ever _____ (*state the problem your business addresses*)?

_____ (*Company name*) provides/sells/manufactures _____ (*product*) for _____ (*customer market*) so that you/they can _____ (*value proposition*). _____ (*Product name*) provides _____ (*differentiators*). _____ (*Call to action [what you're asking this person to do next]*).

Have you ever wanted to be your own boss, becoming an entrepreneur, getting solid information without having to spend a ton of money on classes and textbooks (*problem your business addresses*)? Public Consulting Group (*company name*) offers CE-Oh! Be Your Own Boss! (*product*) an interactive, collaborative virtual training system that provides effective learning and teaches best practices for people who want to open their own business (*customer market*). Unlike our competition, our training allows individuals to take courses anytime, anywhere, from any smart device (*value proposition*). Best of

all, CE-Oh! (*product name*) incorporates chat boards that allow learners to get involved in an online community, interact, learn collaboratively, and share ideas with others.

Our virtual training has successfully trained individuals to gain certification in entrepreneurship, which lets investors know they are prepared to launch a successful business (*differentiators*). Our landing page has several success stories and customer reviews. May I send you the link? (*Call to action [what you're asking this person to do next]*)