**ELEVATOR PITCH TEMPLATE
FOR SALES**

NAME OF PRODUCT OR SERVICE

|  |  |
| --- | --- |
| PREPARED BY |  |
| TITLE |  |
| DATE |  |
| CONTACT |  |

|  |  |
| --- | --- |
| PROMPTS | RESPONSES |
| Who is this pitch for? *Specify your target customer.* |  |
| Why are they dissatisfied? *Identify customer pain points.* |  |
| What is your solution? *Introduce your new product or solution.* |  |
| How does it work? *Explain how your product or solution addresses the problem.* |  |
| How is your product different? *Note comparisons to other available products or solutions.* |  |
| What are the key features of your product? *Describe key features and benefits.* |  |
| What is your call to action? *What are your next steps?* |  |
| Write your complete elevator pitch here: |
| Additional notes / comments: |

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