

WORKSHEET

Elevator Pitch Templates

Like we mentioned above, you should have several elevator pitches prepared for a variety of scenarios. Changing up the style of your pitch is an effective way to add variety and cover a lot of ground. [Click here](#) for more examples beyond the workbook.

T H E U V P

Your Unique Value Proposition works well as an elevator pitch. It might be formatted like this:

Hi, I'm [your name] from [company name]. For [who is this for] who need [what's the benefit], we offer [what it is] because [what's the value]. That's why [guarantee/proof]. [call to action]

Here's an example:

Hi I'm Jane Dough from My Management Concierge. For Luxury Condo Associations in South Florida, we offer signature, personalized management services because our customers demand the very best.

That's why we back every contract with our signature guarantee - if your community doesn't see a difference in 90 days, we will help you switch to a competitor, for free. I'd love to sit down with your full board to discuss how we can help make a difference for your community!

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THE PROBLEM SOLVER

The problem solver presents a problem the listener is familiar with, and shows how your company solves it. Here's a template you can use:

You know [problem]? Well, at [company name], we [what we do] so that [solution]. In fact, [proof]. [call to action]

Here's an example:

You know how some management companies expect the Board of Directors to handle all the heavy lifting, getting them involved in every little detail of running the community? It's exhausting just talking about it! Well, at My Management Concierge, we get personally involved in every small detail of managing your luxury condo so that your board can focus on making the big decisions, and leave the small stuff to us. In fact, we have one community in Miami whose board meets remotely just once a month for 45 minutes, and yet the community continuously gets 5-star ratings from residents for how well managed it is! Would you be interested in talking about how to do something similar for your community?

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THE STORY

The story presents the problem and solution in a story format that is emotionally compelling to the right audience. Here is a template you can use:

[Establish a timeline (once upon a time)] [establish the setting]. [establish the way things were]. But [problem]. [agitate the problem]. Finally, [search for solution]. Now [what we do] so that [big idea].

Here's an example:

About 10 years ago I was a board member for my own condo association. As I got more deeply involved, I realized that we were just going in circles. We met every month for board meetings that often ran 3 hours or longer, and even with that, we still had to put out fires throughout the month. I felt like my whole life was being sucked into the day to day management to the point where I didn't even have time to enjoy the amazing facilities I was responsible for! Finally, I said to my wife, there has to be a better way! And I started looking into founding my own management company. Now, My Management Concierge serves luxury condos across South Florida, taking on the little things so that board members can focus on making the big decisions, knowing that they can leave the small stuff to us.