



## **The Elevator Pitch: Developing Soundbites for Analyst Presentations, Media Interviews and Other Short Introductions**

**TAG LINE/SOUND BITE** – The opener – an instant picture or quick summation of your positioning. What you do, what you stand for, to what effect and why it’s important. One sentence is best. Practice with people who don’t know what you do and keep honing this one sentence (two at the most) until it rings like Shakespeare.

**PROBLEM, SITUATION ANALYSIS** – What exists – the pain or problem you solve?

**DYNAMICS AND OPPORTUNITY** – Quick historical overview of how it got to this point, how the challenge has been addressed, what is the sweet spot for your company or organization (keep it to three important points, no more!).

**WHAT (solving the problem)** – Your company (or organization) has been working X years to plan for and develop D, E and F to solve the problem, take advantage of the market opportunity and grow and succeed over the next Y years.

**OVERVIEW FROM 30,000 FEET** – We have done it: the macro view, the big picture of how your great concept all comes together and grows market share, sales, traffic, profits, benefits the community, whatever – the BIG PICTURE vision of future success.

**SO WHAT (Benefits)** – You will succeed because of the creative planning, results and ultimate value you deliver. Create a mental picture of the benefits to science, patients, customers, the world. If there is a good case history, cite the proof of principle in a sentence or two.

**THE TEAM** – The team includes executives with national credentials in A, B and C. It has a combined ZZ years in the industry, has built MM, helped YY other companies or institutions grow and knows the market and how to provide an expanding array of products and services to help it succeed.

**THE CLOSE (call to action on the elevator)** – “We have the people, the plan and the commitment to succeed. I can provide incredible detail that I believe will convince you to invest, interview, buy, etc. How about a follow up meeting? Where would you like to meet? What else can I provide?” Ask questions that take it to the next step!

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