[Company Name]



Elevator Speech

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**Presented by:** [Presenter's name]

# Elevator speech

## 12-second speech

[Summarize in one simple sentence what your company does or provides.

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

[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 …]

## 30-second speech

[Summarize in a few 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.]

[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 …]

[Briefly state your company's qualifications.

Example: We’ve been creating high-quality widgets for more than 100 years.]

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

Example: We aim to sell more widgets than any other company in the United States.]

## 3-minute speech

[Summarize in one simple sentence what your company does or provides.

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

[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 …]

[Briefly state your company's qualifications.

Example**:** We’ve been creating high-quality widgets for more than 100 years.]

[Identify your company's mission in one sentence.

Example: Contoso, Ltd. wants to improve the quality of people’s lives by providing the highest-quality widgets to every person in the world.]

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

Example: We aim to sell more widgets than any other company in the United States.]

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

Example: We provided the widgets that built the Empire State Building.]