

Marketing 101: The Fundamentals

Value Proposition Worksheet - Elevator Speech



The following worksheet will help you define your key value proposition statement, often called the "Elevator Speech" or "Elevator Pitch" responding to the question; "If you had 30 seconds to describe your product/service, what would you say"?

Element	Content
For:	For whom are you targeting / speaking to with this message?
Description...	Description of product or service offering in words understood by the customer.
Benefits...	Customer benefit statements that are quantifiable as possible (save time, money, increase productivity, etc)
Unlike...	Position relative to competitor, perceived alternative or status quo
Differentiator...	Why are you different, what makes our product / service unique in the target market?
Proof Point...	Benefit of unique differentiator