



COFEP

BELGISCH NETWERK VAN
VIRTUELE BEDRIJVEN

How to do a great Elevator Pitch?





What is it?

- A short presentation of your company
- A quick introduction of your product to a potential client
- Aim: to make curious so the sales process can start
- Max. 60 seconds (time of a ride in the elevator)

How to build your pitch?

- Introduction
- Company
- Advantages of your product /service
- Call-to-action

What can you do for your client?

Why is your product/service good for your client?

Introduction

- Surprise!
- Use a story / anecdote





Call-to-action

- What do you want your client to do next?
- You can provide a reminder (business card, flyer, sample...)



Don'ts

- No technical language
- Dry facts
- Don't push!
- Don't speak too fast

Do's

- Prepare & practice
- Be proud of your product
- Take care of your attitude & language
- Mind your body language
- Be natural
- Provide an answer to the question: “What is the value of my pitch to the client.
- Use the language to make your pitch attractive (imagery, metaphors, jokes..), but keep it professional.



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Good luck!

