### Company Name



elevator speech

Version 0.0

Date

### Presented by Your 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.

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.

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: Company 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.