G2.04

## **CUSTOMER RELATIONS**

/Marketing

# **DECISION SHEET**

v2.2.1

### Job to be done

It is important that we know how to communicate our business concept and model to the outside world.

By being able to explain briefly and concisely our concept to others, we will have better chances of expanding our network and customer portfolio.

#### How to do it

Start by noting to which audience your elevator pitch should by directed. Next, read through all the examples of formulation. Mark with an X or prioritize with A, B, C, which formulations you think are most useful.

Continue by completing the sentences for a first draft of an elevator pitch.

Finish by creating your own response to the question "So, what do you do?".

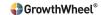
### **Next Step**

- Figure out if you need elevator pitches for other customer segments.
- Practice your pitch on someone who knows your company and can give feedback.
- Communicate the elements of the elevator pitch to your employees.



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### **Elevator Pitch**

Decide key messages when presenting the company to customers



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#### **ELEMENTS OF THE ELEVATOR PITCH**

TOPIC	!	BEGINNING OF PHRASE	FINISH THE SENTENCE
wнo		We are / I am	
		Our clients include / We work for	
		The reason why we / I started the company because	
WHAT		We help our clients	
		Our product/service is	
		Our products are characterized by	
WHY		Our clients buy our products because	
		We are different from our competitors because	
		We had a client who experienced	
ном		You can buy our products by	
		It works by	
		You can get in touch with me by	

#### FORMULATION OF THE ELEVATOR PITCH

Date: Company:

# Elevator Pitch - G2.04

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