RepX: Elevator Pitch Worksheet

This document has been refactored to reflect the new app name, "RepX," and its core value proposition.

***Step 1: Elevator Pitch Formula***

**My app, RepX, helps** direct sales companies **who struggle with** slow, expensive recruiting and high new-hire turnover **by providing** a system that automatically multiplies their sales force. **Unlike** traditional job boards and manual onboarding methods, **my app** turns every new hire into a powerful recruiter and guides them through a gamified 28-day program to ensure their success and retention.

***Step 2: Define Your 3 Core Pain Points & Value Propositions***

***Top 3 Pain Points:***

**• Pain Point #1:** Recruiting new sales reps is expensive, inconsistent, and too slow to meet growth demands.

**• Pain Point #2:** Too many new sales reps quit within the first month due to a lack of structured training, poor onboarding, and not getting early wins.

**• Pain Point #3:** Sales managers are stretched too thin; they lack the time and tools to consistently train new hires and drive recruiting efforts while also managing their own sales territory.

***Top 3 Value Propositions:***

**•** ☑ **Value Proposition #1:** Multiply your team with a continuous pipeline of qualified, referred candidates, growing your sales force faster and at a lower cost.

**•** ☑ **Value Proposition #2:** Increase new rep retention with a structured, gamified 28-day program that drives immediate engagement and builds momentum with early wins.

**•** ☑ **Value Proposition #3:** Automate onboarding and referral tracking so managers can scale their teams effectively without sacrificing their own performance.

***Step 3: Your One-Liner Summary***

**RepX** is an app that helps **direct sales companies** solve the challenge of **slow recruitment and high turnover** by providing an **automated system that multiplies their sales force by turning every new rep into a successful recruiter.**