

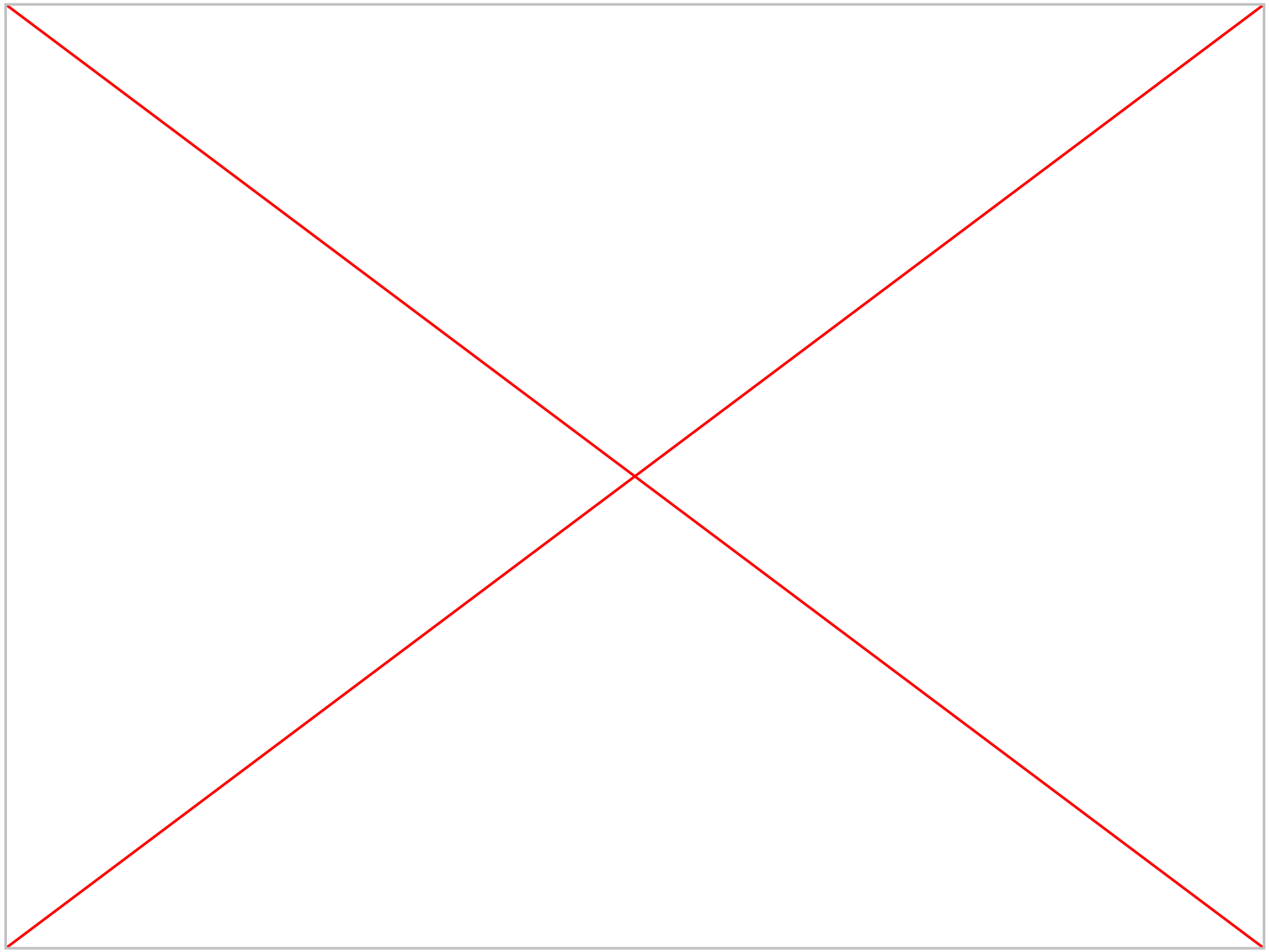


The Winback Elevator Pitch

Updated March 2021

At the end of the module, participants should be able to

- Define what an elevator pitch is
- Identify the elements that make an effective elevator pitch
- Identify when to use the elevator pitch
- Deliver an effective and complete elevator pitch for Winback



Elevator Pitch



How long does it take for you to get from the ground floor to the 8th floor of our building?
Is that enough time for a Sales Pitch?

Elevator pitch is a 30-second statement raising the interest of a potential investor. In other words, what will the product/service change or help improve in the current environment.

Elements of the Elevator Pitch

1. The spiel can be delivered in 30 secs.

(Keep It Short and Simple)

2. **Relate to their problem.**

3. **Explain the solution.**

4. **Detail why your product is unique.**

5. **Personalize the message.**

6. **Craft a compelling call-to-action.**

The Winback Elevator Pitch



Practice A

Customer: So, how much does this cost?

Rep: The cost is based on what we do for your business. I can tell you it's 25¢ or \$500, but if you don't know what it is, you're not going to buy it, correct? So I would like to explain what we do for you...

Customer: I don't mean to be rude, but I just need to know how much this costs?

Rep: Okay, let me give you the short version.

(REFER TO THE HANDOUT/ The Winback Elevator Pitch)

Let me quickly ask you, Have you searched for a service in Google lately?

Last year 92% of people who used the internet, used Google, and 98% of those don't go past the first page. I want to help you get to the top 3 results in Google when someone is looking for your services.

We have a proven track record and know how for the last 14 years and 50K happy customers.

I specialize in maximizing the return on our customer's investment, by making effective changes to their campaign.

This will drive the results we are looking for.

We tie this up with word of mouth as well - because no one is carrying around business cards any more, if you want to refer someone - you just give their name and they are googling him. Your website is your 24/hrs business card nowadays.

How we do that is by building you a pro-marketing, mobile friendly website, that I will upgrade to a megawebsite today for you. This will get you 3 times faster on the first page, so you don't have to wait 6 months to see first results. We also will place you on 50 business directories like Angies list, Yelp, Mantha etc. We top that with verifying your business with Google and building a 30-sec marketing video.

Price presentation:

This package is a major \$875 upgrade from what you had before to ensure that you get your Return of Investment. Most companies will charge you \$500 set-up and \$400 to \$1000 a month. I'm able to give you an exclusive price today, it is only \$49.99 setup and \$149.99 month to month.

Assume the sale: What is your money making service? And which phone number do you want your customers to call you on?

Practice B

Customer: Okay, I did this before and it didnt work great. Tell me why this time going to be different?

Rep: Wow! At least we are on the same page on how important it is to get you on Google's first page.

(REFER TO THE HANDOUT/ The Winback Elevator Pitch)

Let me quickly ask you, Have you searched for a service in Google lately?

Last year 92% of people who used the internet, used Google , and 98% of those don't go past the first page. I want to help you get to the top 3 results in Google when someone is looking for your services.

We have a proven track record and know how for the last 14 years and 50K happy customers.

I specialize in maximizing the return on our customer's investment, by making effective changes to their campaign. This will drive the results we are looking for.

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Assume the sale: What is your money making service? And which phone number do you want your customers to call you on?



Questions?