

TIPS

Sound polite and speak clearly

STEP 1

GREETING- Name and role in the company

STEP 2

Elevator Pitch (6 Steps)

Your elevator pitch should be...90 seconds from start to end.

1. Your goal. Example: To work with you to get the best solution to protect your home.
2. What you do/How you do it. Example: I tailor solutions to fit your home by asking some general questions about it.
3. USP (Unique Selling Position)
4. Example: Warranty, locked in rate, and FREE equipment
5. Engaging. Example: What are you doing now to protect your home?
6. Put it all to go! Example: Now that you know a little more about Protect America, I want to learn a little more about your home....go into DISCOVERY and pitch away.
7. PRACTICE! PRACTICE! PRACTICE!

TIPS

Simplicity is crucial. ABR= ALWAYS BE RELEVANT to the customer's needs

STEP 3

Objection Handling (LUVAT)

Listen

Understand

Verify

Acknowledge

Transition

STEP 4

Discovery

STEP 5

Solution

STEP 6

C.E.S.

Example of an elevator pitch: Hi my name is _____, I am a security consultant with Protect America and I have some important information about protecting your family and property. At protect America we are able to tailor a solution specific to your needs at no cost. We understand that other security companies view property security as a thing of luxury; at Protect America we treat it as a necessity for all property types so we make it affordable for everyone. What are you currently doing to protect your home/investment/property...DISCOVER & PITCH