

The Elevator Pitch (Positioning)

If your customer can't articulate what makes you different, then they will have difficulty understanding why they should deal with you. The following table is designed to help you capture the essence of what your company does, and clearly convey it in a concise manner.

Describe your company, product or service	Our company is a
Target customers	for
Describe the customer need or problem	who need or want ...
Your solution	We provide
Competitors or alternatives	which is different to
Key points of difference	because we