**[A picture containing text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11488&utm_source=integrated+content&utm_campaign=/content/elevator-pitch-templates&utm_medium=Elevator+Pitch+Template+for+Sales+doc+11488&lpa=Elevator+Pitch+Template+for+Sales+doc+11488&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)ELEVATOR PITCH TEMPLATE   
FOR SALES**

NAME OF PRODUCT OR SERVICE

|  |  |
| --- | --- |
| PREPARED BY |  |
| TITLE |  |
| DATE |  |
| CONTACT |  |

|  |  |
| --- | --- |
| PROMPTS | RESPONSES |
| Who is this pitch for? *Specify your target customer.* |  |
| Why are they dissatisfied? *Identify customer pain points.* |  |
| What is your solution? *Introduce your new product or solution.* |  |
| How does it work? *Explain how your product or solution addresses the problem.* |  |
| How is your product different? *Note comparisons to other available products or solutions.* |  |
| What are the key features of your product? *Describe key features and benefits.* |  |
| What is your call to action? *What are your next steps?* |  |
| Write your complete elevator pitch here: | |
| Additional notes / comments: | |

|  |
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