



Est. 1986

Verbal Billboard™

Elevator Pitches That Get Referrals

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What value do you do deliver?

Requisite elements for your Verbal Billboard™

- Who do you work with?
 - Job titles 1st/Size of companies & industries 2nd

- What is their problem or challenge?
 - Must include an emotional state in need of resolution.
 - Must not describe how you do it.
 - How and how much may be traps or pitfalls at this point in the conversation.

- Why do they work with you?
 - Try to use \$'s, #'s, %'s when you describe a success story or the positive outcome of working with you.

What value do you do deliver?

Conversational flow for your Verbal Billboard™

We work with (job titles/size & industry of company) who are (emotional state) to (problem or challenge).

Our (revolutionary product, unique service, proprietary process) helps our clients to (progress or solution).

The result is (success story or positive outcome.)

What value do you do deliver?

Example of a Verbal Billboard™

Pacific Crest Marketing

We work with senior executives and business owners who are under pressure to make sales goals.

Our proprietary process gets our clients and their people to “say” the right things to the right people at the right time.

This eliminates obstacles to sales and increases the odds that our clients will meet or exceed their goals for new customers and revenue.

What value do you deliver?

Requisite elements for your Verbal Billboard ™

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