

INSIDE JOBS

COACHING COMPANY

THE ELEVATOR SPEECH

This is an exercise to help you describe the benefit of what you do:

You know how some *(the customer you are focusing on reaching)*

Experience *(the problem)*

Which means that *(the outcome of the problem)*

Well, what I do/can do is provide *(your job/product/service)*

Which means that *(the solution)*

The benefit of which is *(the outcome of the solution)*

Would you like to know more?

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