

Value Drivers

What Do You Do?

What Problem Do You Solve?

What Difference Do You Make?

Why Do You Matter?

(In Terms Of The Customer)

First Draft

Do You Have A Hook?

Customer Focus | 2 3

Create Value | 2 3

Start A Conversation | 2 3

Second Draft

Do You Have A Hook?

Customer Focus | 2 3

Create Value | 2 3

Start A Conversation | 2 3

Third Draft

Do You Have A Hook?

Customer Focus | 2 3

Create Value | 2 3

Start A Conversation | 2 3



Quick Pitch Selling

**What You Do
When Someone Asks,
“What Do You Do?”**

Name _____ Date _____

Page _____ of _____

Account Contact	Status	Next Steps
<div></div>	<div>1. Appointment 2. Interview 3. Informed Presentation 4. Commitment</div> <div><input type="checkbox"/> Advance <input type="checkbox"/> Continuation</div> <div><div>3214</div></div>	<div></div>
<div></div>	<div>1. Appointment 2. Interview 3. Informed Presentation 4. Commitment</div> <div><input type="checkbox"/> Advance <input type="checkbox"/> Continuation</div> <div><div>3214</div></div>	<div></div>
<div></div>	<div>1. Appointment 2. Interview 3. Informed Presentation 4. Commitment</div> <div><input type="checkbox"/> Advance <input type="checkbox"/> Continuation</div> <div><div>3214</div></div>	<div></div>