

Key Elements of an Elevator Pitch or Unique Value Proposition (UVP)

Dan Cole, Senior Director, Exposition Sales, AVIXA

An elevator pitch or UVP is a concise statement that clearly communicates the value your product or service offers. Here are the essential elements:

① Problem Statement: Make 'em sick!

- **Reference the pain point:** Identify the problem your product or service solves.
- **Relate it to their world:** Show how this problem might affect them.

② Solution:

- **Explain your product or service:** Briefly describe what you offer.
- **Highlight unique features:** How are you different?

③ Benefits: Make 'em well!

Quantify the value: Show how your product addresses the problem and delivers tangible benefits (in their world)

④ Trial Close

Identify the next step! Prompt the listener to take the next step, such as visiting your website or scheduling a meeting.

Elevator Pitch for an Exhibit Space at the Tire World Trade Show:

Problem: Tire manufacturers and distributors must reach a vast industry professional audience to showcase their latest products and services.

Solution: Our trade show offers a unique opportunity to connect with thousands of potential tire customers and partners in a single location.

Benefits: Increased brand visibility, valuable networking opportunities, and the chance to generate new leads and sales.

Trial Close: Identify the next step.

Elevator Pitch

"Our show caters to thousands of tire industry professionals in one place. Tire World is the perfect platform to showcase your latest tire products and services. You can network with potential customers and partners, generate new leads, and increase brand visibility. Want to hear more? Can we discuss a possible fit? What are your thoughts? Does this make sense?"

Elevator Pitch for a Dog-Walking App:

Problem: Dog owners worry about their pets when they are away.

Solution: Our app connects dog owners with local, background-checked dog walkers.

Benefits: Peace of mind knowing your dog is in good hands, convenient scheduling, and competitive rates.

Target Market: Busy dog owners who want their furry friends to have a happy and healthy life.

Call to Action: Download our app today and let your dog experience the ultimate walking adventure!

Elevator Pitch

"Our clients are tired of worrying about their dogs while they are away at work, running errands, or on vacation. Our app connects you with local, trusted dog walkers. Just a few taps and send Rover on a fun-filled adventure. Enjoy peace of mind, convenient scheduling, and competitive rates! Download the app and let your vacation begin!"

Elevator Pitch for a Pet Rock Company

Problem: People are looking for unique and low-maintenance companions.

Solution: Our pet rocks are the perfect addition to any home. They require no feeding, walking, or litter box cleaning.

Benefits: Reduced stress, increased companionship, and a unique conversation starter.

Call to Action: These cuties are waiting! Adopt your very own pet rock today and experience the joy of unconditional love without any of the hassle.

Elevator Pitch

"Our pet owners gave up on boring cats and dogs long ago. Then they met our cute, adorable pet rocks – their ultimate low-maintenance companions. Our rocks require no feeding, walking, or litter box cleaning, yet they provide endless companionship and stress relief. Our cuties are waiting for you! Give them a good home today. They'll be calling you Mommy or Daddy in no time. "