

VALUES: WHAT VALUES DO YOU HOLD AS A PROFESSIONAL? WHAT DESCRIBES YOU?

EDUCATION	ADVICE	EXCELLENCE	SUCCESS	KNOWLEDGE	CLARITY
SIMPLICITY	SIGNIFICANCE	POWER	DIVERSITY	CONSISTENCY	INTEGRITY
EFFECTIVENESS	HELPFULNESS	GROWTH	TEACHING	ACCOUNTABILITY	AMBITION
FREEDOM	LEADERSHIP	HONESTY	VALUE	GIVING	SERVICE
MASTERY	LOYALTY	SPEED	ACCURACY	STATUS	WINNING
WOW	FUN	TRANSPARENCY	RELATIONSHIPS	BELIEVER	OPTIMIST
GIVING	HONESTY	SECURITY	_____	_____	_____
_____	_____	_____	_____	_____	_____

TOP 6 VALUES

- _____
- _____
- _____
- _____
- _____
- _____

NARROW DOWN TO YOUR TOP 3

- _____
- _____
- _____

MY WHY

ANSWER THE FOLLOWING QUESTIONS:

1. What do your clients tell you are the reasons they chose you over the competition?

2. Why do people need your products/services?

3. How do you meet those needs?

4. What are the 3 things people dread the most about your products/services?

5. How do you address these pain points?

6. Do you offer any guarantees?

7. Do you have any unique designations or education?

8. How is your company different from the competition?

9. How are your products/services different?

10. What else is important about you?

TOP 5 ANSWERS

1. _____

2. _____

3. _____

4. _____

5. _____

NOW CIRCLE YOUR TOP 2 OR 3 FROM ABOVE!

IDEAS & NOTES

EXAMPLES



MY UNIQUE VALUE PROPOSITION:

A great Elevator Pitch (EP) answers these questions:

WHO do you help?

HOW do you help them?

WHERE do you help them?

WHEN do you help them?

WHAT do you help them with?

WHY do you help them?

Who: The answer to the question “who do you help?” depends on who you are on the elevator with. You will have slightly different Elevator Pitches for who you might be on the elevator with.

Where: Do you help people in certain cities or states?

What: Do you specifically do for them? Do you specialize?

How: What is a description of how you help them?

When: Why is what you do important, relevant or helpful to them now?

Why: Insert your personal WHY here. Again, it can be slightly modified for the WHO above. That said, your WHY should be consistent for all referral partners or clients

EXAMPLES FOR CERTIFIED INSTRUCTOR

I help like-minded salespeople in _____, who are looking to improve their business, by showing them how to change their daily focus and unlock their full potential. I teach a proven platform for productivity because, like me, most salespeople need help with daily focus, planning, and execution. I am passionate about sharing what has helped me improve my own business, and I love connecting with others who want to reach the next level of their business.

I help experienced loan officers in _____, who are looking to reach the next level of success in their business, by showing them how to change their daily focus, design their ideal week, and execute on their most important daily activities. I teach an advanced productivity and planning tool that helps successful loan officers get in the driver’s seat of their business, rather than leaving their success to chance.

I help real estate offices in _____, who are looking to improve their training program and help their agents close more transactions, by teaching an advanced productivity and planning tool which shows agents how to change their daily focus, design their ideal week, and execute on their most important daily activities. I am passionate about helping agents improve their business, and I love when my classes turn into a mastermind or an accountability group, where agents help each other execute the disciplines I teach.

I help people (WHO): _____

In (WHERE): _____

That want (WHAT): _____

By helping or providing (HOW): _____

Since or especially now (WHEN): _____

Because or I'm know for (WHY): _____

MY ELEVATOR PITCH

MY ALTERNATIVE ELEVATOR PITCH
