**BUSINESS ELEVATOR PITCH**

1. **Introduce Yourself:**

Hello, my name is [Your Name]. I am a [Your Job Title] at [Your Company Name]. I hope you're having a great [occasion or event you're at] .[Light-hearted joke or personal note if appropriate].

1. **Present the Problem:**

I've noticed that [describe a problem relevant to your business or the person you're speaking to, using real-world examples if possible]. This can create a lot of challenges, such as [give examples or paint a picture if the problem is complex].

1. **Offer the Solution:**

That's where [your company name or your specific skill set] comes in. We provide [describe your solution], ensuring that [demonstrate the direct benefits of your solution]. This is particularly effective because [personalize your pitch to the listener's needs].

1. **Explain Your Value Proposition:**

What makes us stand out from others is that [describe your unique selling proposition]. While there are other options available, [your company name or your specific skill set] is the only one that [reiterate your unique advantages]. This comes from [any competitive analysis or unique factors in your offering].

1. **Engage the Audience:**

I appreciate your time and your [mention something positive about your listener or their company]. Would you be interested in [your call to action, which could be a meeting, a demo, a call, etc.] to discuss how we can address this issue? Also, here's my business card, so you can contact me anytime.

Thank you.