



POSITIONING VALUE

Yes, People do judge quickly. Your prospect is immediately making decisions about you and the value you potentially bring to them and their projects. The challenge is to articulate your and your organizations value in a meaningful way that resonates with the prospect. It is hard to capture attention and differentiate yourself with a “one size fits all” introductory presentation more commonly known as an “elevator pitch.”

HISTORY/SIZE/STRUCTURE: (Who we are – How we have grown)

CLIENTS: (Who we work with)

EXPERIENCE/EXPERTISE: (How we deliver value to our clients)

INVITATION/NEXT STEPS: (How we move forward)
