

Perfecting Your Elevator Pitch

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Clients have won \$10+ billion in federal contracts

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Meet the
Experts™

Agenda

- Matchmaking Pitch
- Critical Six Sentences
- Complimentary Coaching Details
- Are You Ready for Your Matchmaking Sessions
- Common Mistakes
- Sample Videos
- FAQs



Perfect Matchmaking Pitch Starts with Elevator Pitch

- Develop a focused “Matchmaking Pitch” to communicate specific offerings matching decision-makers current and future needs
- No company does “Everything”
- Use this template Elevator Pitch for your talking points

Six Critical Sentences in Your 90 Second Elevator Pitch

1. I am [your name], [your title], with [your company name].
2. We provide _____.
3. Our core competencies are _____.
4. Our past performance includes _____.
5. We are different because _____.
6. We can help your agency/office/company by _____.

Perfect Registrations?



- Today, how does your firm look in the eyes of your federal targets?
- SAM.gov active and compete
- SBA Profile at dsbs.sba.gov/dsbs
- Keywords
- Past Performance
- Need help? Email or call us



How To Make A Good Video

- Utilize good lighting
- Use a clean background
- Use simple edits
- Make sure you have clear audio
- Make sure the subject is in the middle
- Outline your video in advance

Video Examples



- **WHO SAID IT BEST: ELEVATOR PITCH COMPETITION™ examples:**
Live Pitch Competition
- Video samples
 - <https://youtu.be/yYgHCY3esEQ>
 - <https://www.youtube.com/watch?v=6UYca0oGR5M>

Questions?

Contact:

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Handouts



- Session Slides
- TargetGov Critical Six Sentences for Elevator Pitch
- Event and Engagement Planning and Execution Process Form TM

Email: FAST@TargetGov.com for download link
Indicate **HUBZone National Conference Perfecting Your Elevator Pitch session** in subject line

FAST[®] Process



- In just the last seven years, our FAST[®] Process clients have won over \$10+ Billion in federal contracts directly attributable to our work.
- Are you concerned about winning more contracts and building your business revenues in the federal marketplace? Do you want to see results as quickly as possible? Have you experienced a difficult time winning federal contracts? Are you lagging in GSA Schedule sales?



An intense consulting process detailing how to effectively market your business to the federal government.

- Exclusively individualized to your business as it is today and focused on the growth you want to see.
- A unique consulting process.
- Takeaways include specific tools you need to see results and an action plan for success.

***Hand It Over to Us™* Marketing Content Services**

- ***Hand It Over to Us™* Marketing Content Services** are available to all TargetGov **KickStart Program®** and **FAST® Process** clients. Our TargetGov team knows the steps needed to create the marketing content necessary to foster successful and professional relationships with federal decision-makers.
- ***Hand It Over to Us™*** and receive the professional marketing content support you need to create tightly targeted capability statements, razor sharp news releases, and effective social media posts without having to hire, explain, and train.