

REVEL / PR

Boost Your Buyer Impressions

**You have less than 60 seconds to make an
impression.**

Format

- Who you are (be quick!)
- What your brand is about
- Why your products are great, unique
- Benefits to the consumer
- How your product fills a void

Who You Are

- Keep this the shortest part of your elevator speech
- Discuss applicable background experience, and/or human element that brought you through this journey
- Buyer wants to hear about the product line, so keep it brief!

What Your Brand is About

- What is your company's mission? What does it stand for?
- Are you all organic? Do you fight acne or aging?
- Stay consistent with this messaging, and try to hit on 3-4 keywords that describe your brand.

Why Your Products Are Unique

- This is the first component that makes up your Unique Value Proposition.
- What makes your products different than your competitors? Is it your proprietary formulas? Your secret ingredient? Perhaps the price point.
- Figure out how to clearly articulate why you're different.

Benefits to the Consumer

- This is the second component in your Unique Value Proposition.
- What benefits does your product bring to the consumer? These benefits often touch on the *emotional* side of the buying decision. E.g., will make you look and feel younger

How Your Product Fills a Void

- This is the third component in your Unique Value Proposition.
- How does your product solve your customer's needs? This will often touch on the *rational* side of the buying decision. E.g., anti-aging serum with an accessible price point

Final Thoughts

Don't forget to create a sell sheet or leave behind to provide to the buyers. This will help reinforce your talking points and brand messaging.

We realize this can be a stressful, tedious process. We're happy to be a sounding board as you talk through your buyer pitches and any other brand or marketing questions. Reach out, we'd love to hear from you!