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Click here to download  
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### Planning Tools

#### Elevator Speech

Your elevator speech is a 15-second sales presentation you would give a customer if you were riding together in an elevator.

A good elevator speech answers these questions:

What is my product or service?

What can I offer them?

What is the reason to buy?

Think about your goals, your Personal Goal Statement, your troop/group's plan for your proceeds or even how yummy the cookies are to answer these questions. Remember to always close by asking for the sale!

Craft your Elevator Speech by writing one sentence for each topic point

*[my product or service]*

*[what I offer]*

*[reason to buy]*

*[ask for the sale]*