



Articulate a Claim

Positioning Statement (your claim of expertise)

_____ is the leading source of _____ for _____ .
FIRM DISCIPLINE MARKET

E.g., Win Without Pitching is the sales training and coaching organization for experts.

Reassurance Statement (your description of who you help and how)

We help _____ to _____ and _____ .
CLIENT TYPE BENEFIT BENEFIT

E.g., We help advisors and practitioners across numerous disciplines to sell and price like the experts they are.

This two-sentence elevator pitch uses a positioning statement (claim of expertise) and reassurance statement (description of who you help and how) to consistently articulate a succinct and compelling claim of expertise.