

Exercise: The Gas Pump Pitch

The Scenario: You've stopped at the gas station to fill your truck up (for the third time this week!). While pumping gas, another patron of the station notices your branded truck and your shirt, and walks up to you to ask about the company. How do you explain your services? You have the time it takes to fill up your tank to explain. In the space below, develop a 30-60 second pitch for your company. Keep in mind that the potential customer likely knows very little about energy efficiency, heating, cooling, or insulation, and make sure to use lay-language to explain your services.

The Gas Pump Pitch Should Include:

Who: Who are you? Company Name!

What: What do you do? What problems—in the customer's eyes—do you try to solve? What key results do you provide?

Why: Why should the customer choose you over your competition? Think of words that show your business is different/better than others (without bad-mouthing the competition).

Call-to-Action: What is the next step your customer should take? Make sure they are concrete, defined, and realistic.

Example: *I'm James Joyce with Rejuvenate Home Improvement. We make homes more comfortable, less drafty, and more energy-efficient. Using equipment like blower doors and infrared camera we track down leaks, defects, and find out the root of any problem. Then working with you, we create a plan to fix your home. We use our certified in-house teams to install the insulation, heating (or air-conditioning) equipment, and even windows, and fully guarantee the work. What ways do you think you might make your home perform better this winter?*

In the space below, write a couple things you like about the pitch above, and a couple things you might change to make it better.

Remember the 10C's:

Concise: Keep it short.

Compelling: A catchy phrase, something that engages the potential customer to want to know more

Conceptual: Help people understand how you add value above your competition

Customized: Know your audience. A mom with 3 kids in the car, an elderly couple, your banker need different messages.

Conversational: Don't sound like a robot, and leave it open ended – ask questions!

Clear: The customer should walk away understanding how they can benefit from your services

Credible: Use words that enhance credibility; ENERGY STAR (if appropriate), certifications, etc.

Concrete: Provide tangible results. Increased comfort. Warmer bedrooms. Increased indoor air quality.

Consistent: Send the same message conveyed in your marketing—and across the whole company.

Call to Action: What do you want the customer to do? Call? Email? Go to your website?

Write your Gas Pump Pitch in the space below. Practice saying it out loud. Share and ask for feedback.

Additional Resource: See the Harvard Business School Elevator Pitch Builder, <http://www.alumni.hbs.edu/careers/pitch/>