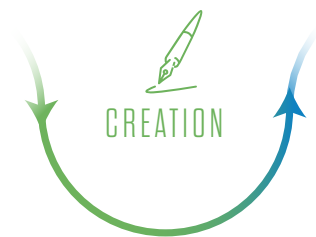




# SERVICE SALES PITCH

*Sales concepts Pitch is also called “elevator pitch”, and designers use it to tell the story of services in the time it takes to ride an elevator, less than 2 minutes. Ideally, service sales pitch are one-liner summarizing what the service does, for whom and how.*



**PREPARATION:**  
Up to 60 minutes

**DURATION:**  
2 minutes

**FACILITATORS:**  
n/a

**RESOURCES:**  
n/a

**PARTICIPANTS:**  
1–5, design team,  
partners, community  
members, etc.

**EXPECTED OUTCOME:**  
Validation of concept

**DESIGN PHASE:**  
Creation

**TEMPLATE OR  
GUIDELINES:**  
n/a

*Sales pitches used by designers are optimized for a short conversation. The goal is to keep the sales pitch short, clean, and simple!*

## 1. START:

State the design challenge (i.e. the selected “How Might We” statement) or a sub-focus area of it.

## 2. IDENTIFY:

Based on your HMW statement or the focus of what you are interested in, define the criteria and select the suitable participants.

## 3. PREPARE:

Organize a meeting with the selected participants or look for situations where you can meet them spontaneously. Use Role Playing tool to develop and rehearsal your pitch, which should cover the following areas:

- *Persona* - Who are your service users and what do they do?
- *Pains* - What problem (need areas unfulfilled or job-to-be-done) do your users have right now?
- *Value* - How does your service help or can them?
- *Gains* - What does success (solutions) look like for your users?

## 4. CONDUCT:

Answer the why by starting with a statement or question about the problem (pains) your service solve. Then, communicate a concise statement of value. Be action-oriented and outcome focused. Next, highlight the unique differentiators of your service concept and explain what your service does from the users’ point of view. Close the pitch with an open-ended question creating a space to have a conversation.

## 5. REPORT:

Right afterwards, collect feedback, discuss it and write up the key outcomes from this exercise.

