



Employee Benefit Elevator Pitch

The primary objective is to explain what we do the quickest and most efficient way without trying to explain everything so that the prospect will then lead us with their questions to where they want to go!

When asked what it is that we do it should always start with a question and nod your head “yes” as you ask it.

“I’m sure that you’re familiar with identity theft aren’t you?”

(Or)

“I’m sure you’re familiar with having access to attorneys aren’t you?”

(Listen to the response and remember it, but always follow with this next sentence regardless of what they said)

“I work with two 40-year-old companies providing legal and identity theft voluntary employee benefits for companies like yours. Employees use these benefits to be proactive about avoiding identity theft issues, and for legal issues like wills, speeding tickets, and general legal advice. The benefits don’t cost the company anything and help keep your employees at work for you instead of handling all their personal issues AT work. We normally see 60-70% of them participate.”

Lastly, its time to sit back and just hear what they absorbed and what they have questions on; you should be able to explain ALL of this in **less than 1 minute**. The prospect will lead you to where the conversation needs to go from there. If they want to understand the benefits, then give BRIEF product overview with brochure. The point is to let THEM lead the conversation and you just fill in the gaps so they comprehend it all.