

Tip Sheet: Session 1 - Crafting Your ACC Elevator Pitch in Three Steps

Define Your Member Value Proposition: *What makes your ACC chapter stand out from the competition?*

- What unique benefits and experiences set your chapter apart?
- Conduct research to understand what members/sponsors value.
- Analyze your chapter's strengths and advantages.
- Identify gaps you fill better than competitors.
- Could be an exclusive program, networking, location, expertise, community, etc.

Examples:

- "Exclusive executive meetings with Fortune 500 leaders in [City]"
- "Intimate regulatory roundtables with experts and peers"
- "Mentorship program accelerating career growth."

Craft a compelling value proposition that resonates with your target audience's goals and desires. Highlight the distinct benefits they cannot easily obtain elsewhere. A well-defined value proposition will attract new members and sponsors and reinforce loyalty.

Highlight the Benefits: *Focus on solving problems and improving lives.*

- Don't just list features - convey the "so what?"
- Translate offerings into tangible member advantages.
- Show how you make members' jobs/lives easier.
- Speak to the "pains" your chapter can relieve.

Examples:

- Networking events help expand your connections.
- CLEs allow you to earn credits conveniently.
- Resource library gives you templates to work smarter.
- Community supports your career growth.

Instead of merely stating what your chapter provides, highlight how each benefit directly addresses a need or challenge members face. Emphasize the value in their terms.

Call-to-Action: *Always close with a clear, compelling request to continue the conversation or take action. Make It Easy to Say "Yes"*

- Don't stop at sharing information.
- Provide a clear, specific next step.
- Make the request direct and hard to ignore.

Examples:

- "Join today at the discounted rate!"
- "Sign up for our webinar now."
- "Connect to explore membership."
- "Schedule a follow-up call."

Elevator Pitch Examples

Bad Pitch:

"Hey, a lot of cleaning products have really harsh chemicals that can be bad for you and the environment, you know? My company Pure Living makes plant-based cleaning stuff that's supposed to be eco-friendly or whatever. We sell our products all over the place and do some tree planting initiative thing too, I think. Anyway, you want a free sample bottle or something? Just take one, I got extras."

Good Pitch:

"You know how frustrating it is when household products are made with harsh chemicals and toxins? That's why I started Pure Living - we make affordable, plant-based cleaning supplies that are completely eco-friendly and safe. Our products are sold nationwide, and we plant a tree for every purchase. I'd love to give you a free sample to try if you'd like?"

The Bad Pitch:

- Uses vague jargon ("eco-friendly or whatever")
- Lacks clarity on the actual offering
- Doesn't state the clear value proposition.
- Misses opportunity for a specific call-to-action

The Good Pitch:

- Identifies the problem being solved (harsh chemicals)
- Explains the core solution (plant-based, eco-friendly cleaners)
- Provides credibility points (nationwide, tree planting)
- Has a clear call-to-action (free sample offer)

A compelling elevator pitch succinctly covers the problem, solution, proof points, and prompts further engagement.