



# Elevator Pitches

## Examples

Use these as examples on how to pitch the IonCleanse by AMD to your clients. Please tailor these examples to suit each individual and your own way of speaking. They should feel natural.

1. We have added a new therapy into our practice called the IonCleanse by AMD. It is a total body detoxification and relaxation system. It's an incredible tool for those affected by toxicity. Have you heard about our introductory offer?
2. Have you tried our new therapy, the IonCleanse by AMD? We are very excited about it. Virtually all of us can benefit from this detoxification system. People are reporting less brain fog, a greater sense of calmness, and deeper, better sleep. We have a great introductory special if you're interested in trying it!

## Develop Your Own

Elevator pitches work best when they're tailored to each client individually. Follow this outline with a few clients in mind to get the hang of it.

We just brought this new therapy into our office and I think it'd be really great for you because \_\_\_\_\_. The IonCleanse by AMD is the best route to address toxicity in your body right now because \_\_\_\_\_. Should we try a session next time you come into the office?

Examples:

- It's a completely non-invasive method of detox, which I know is important to you.
- It'll pair well with the other therapies we're currently doing, and even help them work better.
- It is a full body detox, which could be monumental in helping you with your current health concerns.