

TLP Five-Minute Read Over Coffee – Powerful adjectives when pitching

We have done some really fun workshops getting teams to pitch their products or services, in PowerPoint presentations, elevator pitches and sometimes in a village market 😊. Below are some powerful adjectives to help you describe the value of what you do.

☑ 1) Reliable (dependable/trustworthy/consistent): Sounds boring but is actually crucial. Your product/service is very reliable, you consistently deliver a high quality of service to your customer base.

☑ 2) Responsive (attentive). 💡 Note be careful with the similar adjective 'reactive' - used a lot in French. Reactive can imply you are 'impulsive' and are reacting to events in an incoherent way. Responsive means you provide a quick and high-quality service to your customer. Another similar and very positive adjective is 'proactive'. A proactive service looks to take the initiative in delivering excellence to customers.

☑ 3) Durable (long-lasting). Think of the Duracell battery that keeps on going. 💡 Note that 'durable' and 'sustainable' are subtly different. Sustainable implies a product is designed to last a long time/and or uses resources in a way that is good for the environment.

☑ 4) Economical (low cost to use). This has never felt so important in the current context of surging energy prices. The product is efficient/low cost in how it uses energy/resources. A question for us all is how economical are the cars we drive?

☑ 5) Value for money (a great deal): The product or service might be 'expensive', it might be 'cheap', however, you think it represents a really good investment. Opposite expressions include it is 'a rip off', 'it costs an arm and a leg!' 💡 Note that a 'bargain' implies great value at a very low price.

☑ 6) Classic (timeless): The product has remained popular for years and years.

Think of Coke Cola, Levi jeans, Canon cameras.

7) Fashionable (trendy): The product is very cool to own in 2022! 💡 Note that there is a temporary connotation with fashionable/trendy, unlike the adjectives 'stylish'/'elegant' which feel much more permanent.

8) Adaptable (flexible): The product or service can be altered to meet your needs/changing market conditions. 💡 Note we also use the adjectives 'customized'/'tailor-made' to describe a product or service designed specifically for a customer.

9) Eco-friendly (green, environmentally friendly): The product or service does not have a negative impact/has a low impact on the environment. Better still the product or service actively improves the environment.

10) Innovative (cutting edge, pioneering): An innovative product or service provides features that are not found elsewhere and, even more powerfully, is challenging and improving the offer to customers.

11) Practical (useful): The product might look nice, but does it help you in your day-to-day life? 💡 Note a similar expression is 'user-friendly' which focuses on how 'easy to use'/'accessible' the product or service is for a customer.
