

# Defining Paragraph

**Your Name**

\_\_\_\_\_

**Company's Name**

\_\_\_\_\_

**Defining Statement  
primary profit center  
or area of expertise  
[P]**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Defining Statement  
secondary profit center  
or area of expertise  
[S]**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Credibility  
Statement  
[C]**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Value  
Statement  
[V]**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Approachability  
Statement  
[A]**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**[Engage] "Tell me about you and your work."**