

Elevator Speeches

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How To Craft a Killer Elevator Speech

What is an Elevator Speech?

This is the 15-30 second (150 word) concise description of what you do and why someone should work with you. It

- spotlights your uniqueness
- focuses on the benefits you provide
- is delivered effortlessly

It's called an "Elevator Speech" because it describes the challenge: "How would you explain your business and make a sale if fate placed you in an elevator with your dream prospect and you only had the time it takes to get from the top of the building to the bottom?"

Of course, elevator speeches are not just for elevators. You should use it whenever you want to introduce yourself to a new contact. That could be in the supermarket, waiting in line at an ATM or when you get your morning latte.

A great elevator speech makes a lasting first impression, showcases your professionalism and allows you to position yourself.

And if you want to network successfully, you need an elevator speech!

How to Prepare an Elevator Speech, or What's My Line?

Ask yourself: what makes my service or product unique?

Think in terms of the benefits your clients or customers derive from your services.

Remember: the listener doesn't want to know about you, but about what you can do for him or her. The listener doesn't want to know about your product, but about how your product can help him or her.

Compare this: *"Hi, my name is Stanley Manly, and I'm a public relations executive with twenty years of experience."*

To this: *"Hi, my name is Stanley Manly, and I help inventors tell the world about their inventions."*

Or this: *"Hi, I'm Sally Hopeful, and I'm an executive recruiter."*

To this: *"Hi, I'm Sally Hopeful. I partner with companies that need to find talented people to help their business growth and become more profitable."*

Preparing An Elevator Speech

Answer the following questions.

1. Who are your target employers?
2. What need or issue does the employer face?
3. What services do you provide?
4. What benefits can employers derive from these services? Prioritize these to identify a single benefit that is the most compelling reason for an employer to hire you.
5. What makes you unique?

For A Web Designer

"I am a Techno Shock Therapist (*pause for laughs*). My name is Andy Ebon, founder of EBS Virtual Communications. I help my clients with their internet marketing and promotion needs through web development, web site promotion and helping them incorporate their eMarketing with their overall marketing plan. Tell me about your current website."

For A Project Manager

"I translate the Tower of techno-Babble. I'm Paul Coker. Some companies call my job project management or technical team leading. I help teams reach their goal better/faster/cheaper by welding radically different perspectives into a single team effort, avoiding wasted or dead-end efforts. Do you know of any companies that might need that kind of leader for a team of tech specialists?"

For Trainers

"I turn conflict into agreement. I'm Robbie Gordon of the Conflict Resolution Institute. My workshops & coaching reduce your conflict. We teach people how to understand, discuss and resolve conflict so they can live happier lives. Let us replace the conflict in your life."

For An Insurance Agent

"I'm a money man with a plan: I make sure the money keeps flowing when your income stops. (*pause*) Somewhere along the line, for one reason or another, you will no longer be working. My plans insure that individuals and their families are prepared for that day; when it comes. (*another pause*) Let's review your plan to make sure the money flows unabated. I'm Mark Eckhout with MML Investors Services."

For A Financial Consultant:

"Hi, I'm Charles Riviera. I manage dead presidents! I am a money manager who helps people reduce their taxes (*my hands are pushing downward as I say this*), and increase their savings and investment returns (*now my hands are palms up, rising up to my shoulders*). How can I help you?"

For A Customer Service Representative:

"I have a calling. I am a customer satisfaction representative who calls customers to insure they're satisfied. "Yes" is my favorite word. What's yours?"

For A Financial Advisor:

“You know how the wind will blow a boat straight across the lake...but when a trained sailor controls that wind, they can move their boat straight into it successfully? I do the same with people’s taxes.”

“Did you ever see the movie Top Gun? You know where they talk about the importance of a wingman protecting his buddy’s hind end when he is concentrating on a target? I do the same thing for small business people. I watch out for all the regulations, unforeseen events and tax problems that can sneak up on them while they concentrate on growing their business.”

“What do they require of new buildings that are built on or near earthquake fault lines? I work with people that believe that our economy will have some bumps and grinds as well and want their lives to withstand any unforeseen quakes or shakes.”

For A Consultant:

“Do you remember about 10 years ago when the space shuttle Columbia was destroyed on re-entry? It turns out the engineers tried to warn NASA about the danger. But the PowerPoint slides they used were a complete mess and no-one understood the danger. That’s what I do. I train people how to make sure their PowerPoint slides aren’t a complete disaster.”

“I work with people who are struggling to sell their products or services into large corporate accounts.”

“I help small businesses win big contracts with large corporate customers.”

“I help technology companies who struggle launching important new products into the market and want to improve their time-to-profitability.”