



Creating & Using Your Compelling Elevator Speech

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Today's Topics

- Creating an elevator speech
- How to use it



Special Thanks to....

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What is an elevator pitch?

Wikipedia says

- An **elevator pitch**, **elevator speech**, or **elevator statement** is a short summary used to quickly and simply define a person, profession, product, service, organization or event and its [value proposition](#).
- -The name "[Elevator Pitch](#)" reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes.
- The term itself comes from a scenario of an accidental meeting with someone important in the elevator. If the conversation inside the elevator in those few seconds is interesting and value adding, the conversation will continue after the elevator ride or end in exchange of business card or a scheduled meeting.

HBS Elevator Pitch Builder

DESCRIBE WHO YOU ARE:

Describe who you are:

Keep it short. Hint: What would you most want the listener to remember about you?

DESCRIBE WHAT YOU DO:

Describe what you do:

Here is where you state your value phrased as key results or impact. To organize your thoughts, it may help to think of this as your tag line. Hint: this should allow the listener to understand how you or your company would add value.

HBS Elevator Pitch Builder

DESCRIBE WHY YOU ARE UNIQUE:

Describe why you are unique:

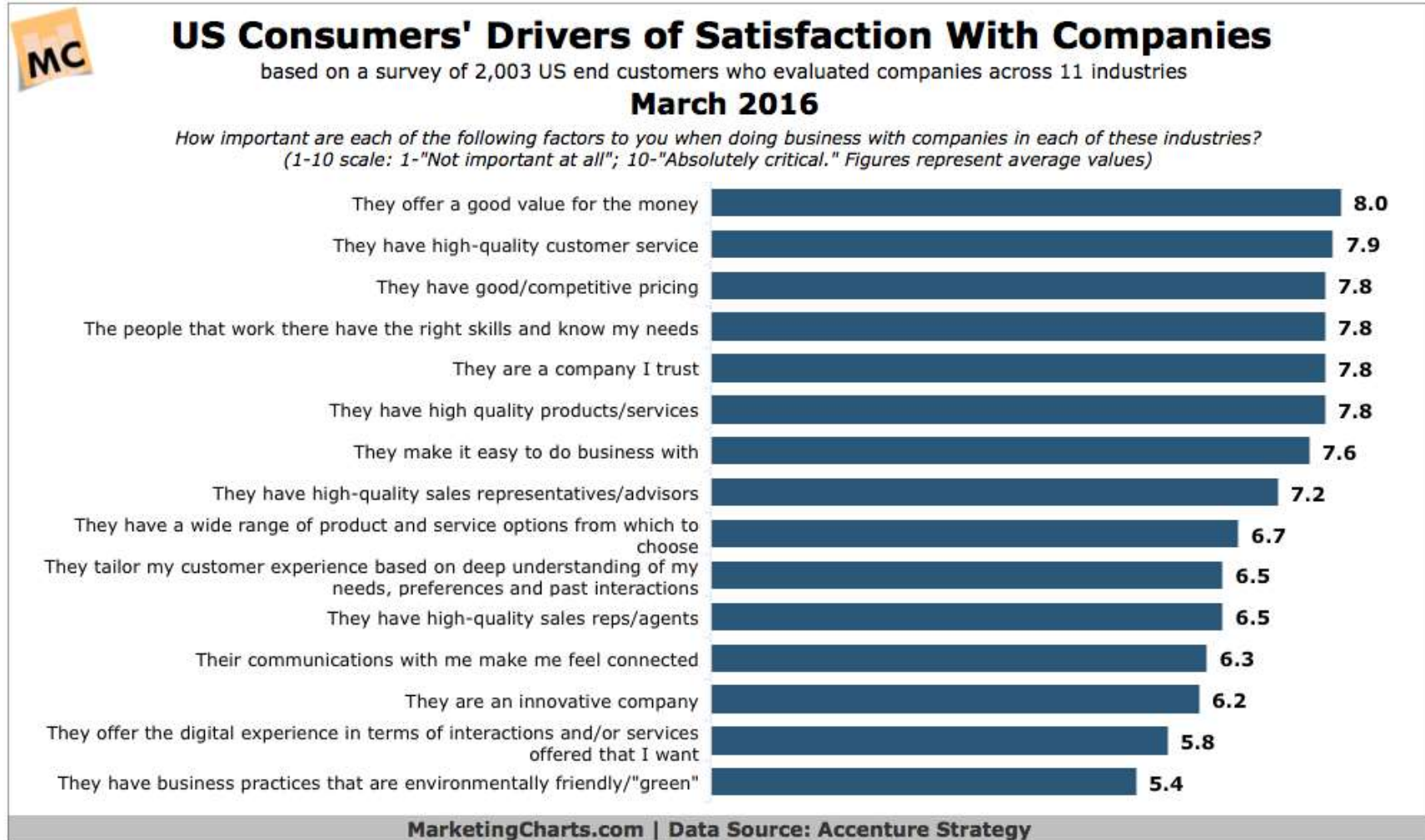
Now it's time to show the unique benefits that you and/or your company bring to business. Show what you do that is different or better than others.

DESCRIBE YOUR GOAL:

Describe your goal:

Describe your immediate goals. Goals should be concrete, defined, and realistic. Include a time frame. This is the final step and it should be readily apparent to the listener what you are asking of him or her.

What makes you different?



Another way to look at it

- What problem does your company solve?
- How do you solve that problem?
- What makes your solution different?



What makes a good elevator pitch?

- **Confidence is key**
- **Highlight and overcome the key objections**
- **What's the secret sauce?**
- **How are you making money?**
- **How are you the best person/company to execute?**
- **Milestones**
- **WIIFM-the deal**

Article written by [Carol Roth](#)

A few more tips

- **Tailor the pitch to *them*, not *you*.** It's important to remember that the people listening to your speech will have their antennas tuned to WIFM (What's in It for Me?) So be sure to focus your message on *their* needs.
- **Eliminate industry jargon.** You need to make your pitch easy for anyone to understand, so avoid using acronyms and tech-speak that the average person might not understand.
- **Prepare a few variations.** You might want to say things slightly differently based on the situation you are in, who you are talking to and what their problems might be. Also, sometimes you'll just have 15 seconds for a pitch (kind of a short elevator ride), other times you may have a minute or two.

What about your company?

- Problem
- Solution
- Different

Think about your business – you have one minutes to articulate the problem that your company solves – and how you solve it

Let's Hear from some Elevator Pitches



Multistack



Cures Within Reach



Think of the ways that in person or on line – your elevator speech can work for you



Where to use your elevator pitch?

Website & Social Media



..and email marketing

Integrate your elevator pitch when communicating with email

Eric, Thought you might be interested in a couple of videos.

The challenge many small business have, is getting noticed when prospects and customers are looking for a major supplier. Check out how we handled the problem in this video.

Competing with a big brand, here is a video that attracts search traffic from the big players and offers up your solution.

Why Multistack as opposed to Trane, York, McQuay or Carrier? Mark Platt - CEO

<http://youtu.be/zZECifBGVRA>

Also, wondering about the success of your internet efforts?

Measuring the success of websites & social media campaigns: Mark E Goodman

http://www.youtube.com/watch?v=bzYrly0Mr_0

Thanks,


Mark



in Search for people, jobs, companies, and more...

Home Profile Network Jobs Interests

High-Tech CEO Dashboard - Domo Gets All Your Data In A Real-Time CEO Dashboa



Mark Goodman

Business Development
Greater Chicago Area | Internet

Current: www.e-conversation.com
Previous: SCORE Chicago, Mission Critical Wireless, Crossbow Technology
Education: Boston University - School of Management

[Improve your profile](#) [Edit Profile](#) 500+ connections

www.linkedin.com/in/markgoodman/ [Contact Info](#)

•Responsible for client and proposition development with a media production organization
Responsible for sales and proposition development with a small Silicon Valley Technology Company focused on wireless and micro electronic solutions

Managed sales activities of over \$70 million with enterprise accounts, including, UPS and Nextel /Nextel affiliates. Directly managed a business development team of 3; indirectly several additional people.

- Awarded \$1 million operational excellence bonus from Nextel
- Obtained \$15 million product upgrade contract from UPS
- Created New Technology Applications Partner program (Sensomet/voice recognition/location etc.)

Managed a \$160 million dollar business unit. Revitalized a management team of over 10 people with "Fun with RPK" program.

- Grew sales by over 20% and margins at over 30% per year
- Awarded CEO Quality Award with Nextel for the "Door to Door Customer for Life" program

Specialties:Working with technical and creative personnel to develop businesses, take them to market and grow them to be successful



Add it to your linkedin profile

Use Facebook as a real time brochure

The image shows a screenshot of a Facebook page for 'illinois science + technology park'. The page features a large cover photo of two scientists in a lab. Below the cover photo, the page name 'illinois science + technology park' is displayed, along with '84 likes · 328 were here'. The page includes a navigation menu with options like 'About', 'Photos', 'Likes', 'Map', and 'Videos'. A blue arrow points to the 'Videos' tab, which is labeled 'Elevator Pitch'.

illinois science + technolo... Timeline Recent Admin Panel

illinois science + technology park
84 likes · 328 were here

Commercial Real Estate · Workplace & Office
4901 Searle Parkway, Skokie, Illinois 60077
(847) 568-8400
Add Your Hours

About Photos Likes 84 Map Videos

Highlights

Status Photo / Video Offer, Event +
Write something... Post

1 Friend Likes illinois science + technology park
KIECUS CITY
government in the Village of Skokie

Elevator Pitch

- How is your content targeted to your selling process?
- How can you use your elevator pitch to lower your costs or extend your reach
- What can you discover in these conversations to help develop plans to overcome buying objections

