



The Elevator Speech

So the Elevator doors open, and there staring right at you is your future Employer, Creditor, Teacher, Mentor, Customer, Client, Investor You've got 2 floors to throw out a line and secure an introduction. Are you prepared?

Well, it may not actually be an Elevator but basically it's a situation where someone has something you want, maybe a job, a product, a contract, or a grant and unexpectedly you cross their path. You have maybe 60 seconds to get them interested .. that is to deliver what is called your "Elevator Speech".

How do you deliver the best of you in under a minute? By focusing on what it is important to your client / customer / prospective boss. They don't care that you're a Butcher, a University Graduate or a Rocket Scientist. They want to know how your skills or product or idea can help them.

Some famous Product Elevator Spiels are quite short and used as taglines, for example:

Timex. It takes a licking and keeps on ticking.

Twitter. The only place you get excited when a stranger follows you.

The best one I've ever read is WE GROW GARLIC SO TASTY AND NATURAL EVEN THE VAMPIRES WANT IT. Here's how the Author might have arrived at such a great line:

We sell Garlic	We sell Tasty Garlic. We grow and sell Tasty Garlic. We grow Garlic so tasty and natural even the vampires want it.
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They mention the product, how they are related to the product and how fantastic the product could be for their Clients. Here is another example, in relation to my Career Counselling:

I am a Career Counsellor	I counsel people in getting their ideal job. I support people in their Career Development journey. Through Conversation and Counselling, I support people in reaching their next Career milestone through online and offline platforms.
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So what's the value of what you're offering? Is it product, location, experience, availability, niche, some problem you can solve? Only mention what will hook the Client, e.g. if a shopfront is something everyone in your profession has, it's not worth taking up space in the spiel.

Have a go at breaking yours down

What do you do? e.g. I provide Marketing Services	What do you do? Have? Offer?
Add a unique feature e.g. I support small businesses with their Marketing Strategies	Add a unique feature
Add another feature e.g. I assist small business, outside of normal business hours, to manage their Marketing Campaigns	Add another feature
Make it easy to understand e.g. With the most secure and modern software, I design and manage Online Marketing Strategies for Small Business at hours that suit them	Make it easy to understand

Then, practice .. practice .. practice .. until there is not a drop of doubt in your delivery

People don't hand over their hard earned cash to hesitant, vague or indecisive reps ... act and sound like you know you are getting the business. Here's some extra tips:

Get someone else to listen who will give honest, valuable feedback:

- Do you sound friendly?
- Speak too fast or too slow or too quiet or too loud?
- Is it clear what is of value & why?
- If the language you are using is not your 1st language, are their words you could change to make it easier on your delivery?

Practice the physical delivery:

- Are you too 'in their face'?
- What are your hands doing?
- Are you looking straight at them?

Most importantly .. you got this!

The following resources were accessed to help generate this info sheet:

No additional resources were used