



DEVELOP YOUR ELEVATOR PITCH

The next time you're in an
elevator, instead of looking at
the floors - pitch!



Today's Agenda

Key takeaways:

- What is an Elevator Pitch
- When to use one
- The Nine Key Components
- The Five Questions every Pitch should have and answer
- Pulling it all together and tips





Why is it called an elevator pitch?

Why is it called an elevator pitch?

- 32 seconds
- 3-5 sentences
- The 9 C's

The elevator at the AquaDom in Berlin travels up the middle of the 82-foot tall aquarium.



When to use an elevator pitch



Funding opportunities

Potential Clients/Customers

Updating a new boss

Job interview - who you are, brief bio

Facebook, LinkedIn, & Twitter

Telling friends/family

Seek your target audience



**Where do you use
an elevator pitch?**

**Anywhere and
Anytime**

Effective Elevator Pitches

Nine Key Components



1. Concise

An effective elevator pitch contains as few sentences as possible, but they are very effective.

2. Clear

Rather than being filled with acronyms, MBA-speak, and ten-dollar words, an effective elevator pitch can be understood by your grandparents, your spouse, and your children.

3. Compelling

An effective elevator pitch explains the problem your solution solves.

4. Credible

An effective pitch explains why you are qualified to see the problem and to build your solution.

5. Conceptual

The pitch stays at a fairly high level and does not go into too much unnecessary detail.



Effective Elevator Pitches

Nine Key Components



6. Concrete

As much as is possible, an effective elevator pitch is also specific and tangible.

7. Customized

It addresses the specific interests and concerns of the audience.

8. Consistent

Every version of your elevator pitch conveys the same basic message.

9. Conversational

Rather than being to close the deal, the goal of an elevator pitch is to just set the hook; to start a conversation, or dialogue, with the audience.



Pulling it all together



Keep it simple

It's not the cliff notes version or you or your organization. It's the top of a cereal box.



Watch using fancy/thesaurus words

If they have to stop and think about a word or start to look it up on their phones, you're out. And watch initials and acronyms.



Practice

Should roll right off your tongue
Like you are on auto-pilot



Be confident

- 100% believe in your product/service/program
- Sell it even if it's failing/slipping
- You believe in it they will

Remember the listener can't see your product/service/program – BUT they can see and hear YOU



**Practice
Practice
Practice**



Breathe
Breathe
Breathe

**Avoid as much as possible:
Ums, Ahhs, Like, etc.**

Be aware of Body Language

**It's okay to vary & fine tune
your elevator pitch**



Five Questions Your Elevator Pitch Should Have & Answer.



Who is the target audience?

Different audiences result in different views on how a product/service can solve their needs.

What is the customer pain that I'm eliminating?

Your potential customers are frustrated, and your product or service is meant to alleviate that frustration or challenge.

What product or service do I offer?

In a few short words, what do you offer, how can you help?

What are the key benefits of my offering/pitch?

Your potential customer needs value and see the value in them becoming your customer.

How is what I offer different, or better, than the competition?

What is your competitions weakness, what sets you apart? Why you? Why your product/service?

Tips and Be Prepared



**Take-a-ways –
business cards,
brochures**



**Try to get their
business card,
phone number,
email, etc**



**You may
remember
them before
they remember
you**

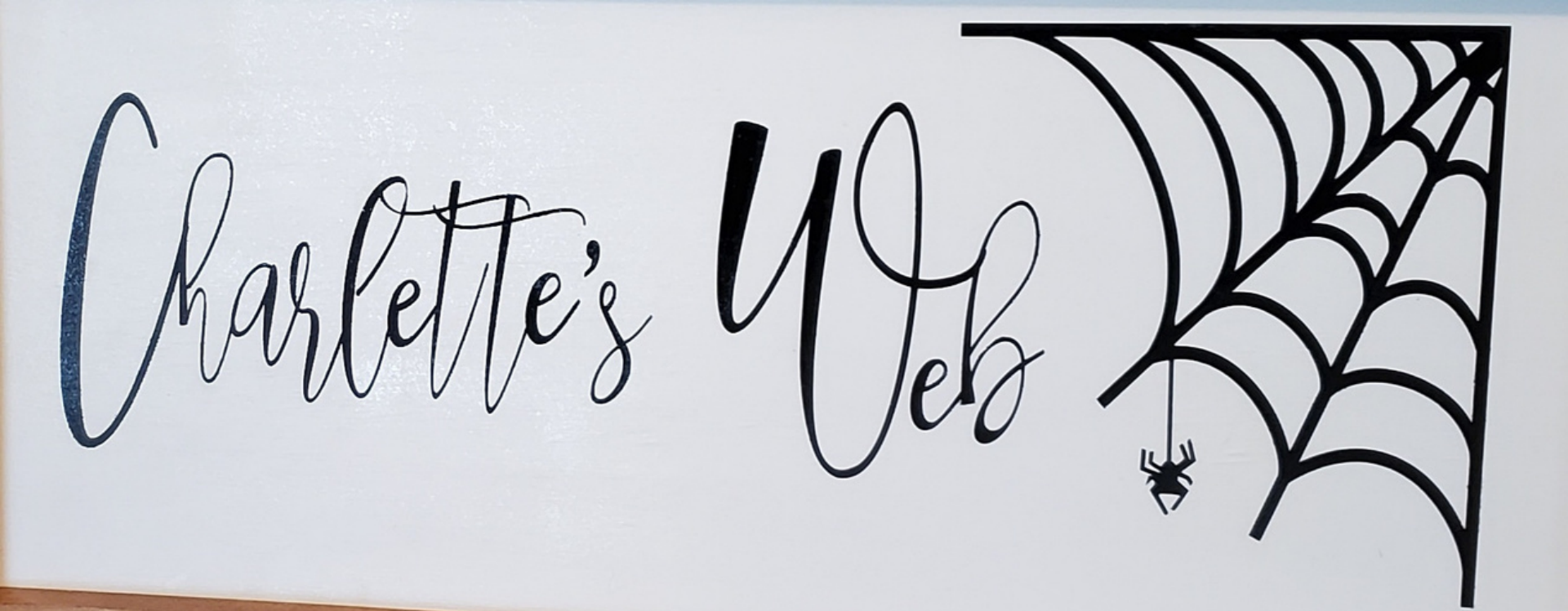


For the unexpected

What's your sales numbers?

Are you working with ABC
Company?

Are you familiar with XYZ
organization?



THANK YOU!

Charlotte's Web

To help you spin your next idea

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