

'The Elevator Speech'

What is an Elevator Speech?

The expression derives from the USA and is the 'speech' you would give about your business activity in the time it takes an 'elevator' to reach its destination, i.e. 30 seconds or less.

Why have an Elevator Speech?

When someone asks, "What do you do?" we only have a short time to engage their interest sufficiently for them to want to know more. The 'elevator speech' is a process that follows a structure that tells your audience about a problem (pain) they can identify with and what you can do to help them. The intention is to get them to want to know more.

OK - so what is the process?

The process of your elevator speech is in 4 stages:

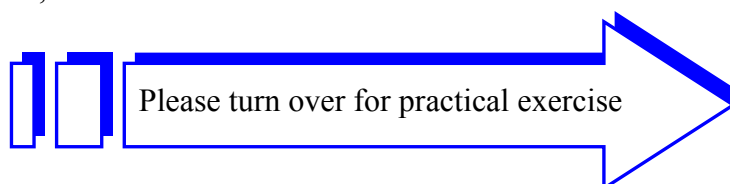
- | | |
|--|-----------------------------|
| 1. The Problem (that they may be able to identify with!) | "You know how.... |
| 2. Downside | which means that... |
| 3. Solution | What I do is... |
| 4. Upside | which means that..." |

Examples of Elevator Speeches:

"You know how some sales teams do not meet their targets, **which means that** the company does not make as much profit as it could do, **don't you?** Well, **what I do is** 'one-to-one' sales coaching, **which means that** I can improve the performance of the sales team and boost the company's profits."

"You know how some people spend a lot of money on a web site design but get very few enquiries or increased business, **which means that** they feel they have wasted their money and time, and being on the web doesn't work, **don't you?** Well, **what I do is** increase the chances of their web site appearing in the early results in the search engines, **which means that** the site receives more visitors and increases business results."

'**don't you**' is a 'yes' tag. By including the **don't you** at the end of the "You know.." section you are encouraging people to say or think, "**Yes**".



To Help You create Your Own Elevator Speech please complete these questions: (You can type in the boxes ready for printing).

1.	What is the main problem your customers normally face?
2.	What is the 'downside' when they experience this problem?
3.	What service / product do you supply that can resolve the problem?
4.	What is the advantage to the customer if they use your product / service (usually the opposite of the downside)?

Transfer your answers to the Elevator Speech structure below:

(You can type in the boxes ready for printing).

1. You know how

2. which means that

3. What I do is

4. which means that

Practise using your 'elevator speech' so that when people ask you "What do you do?" you will have a clear answer that will encourage them to ask for more information.