Elevator Speech
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• An elevator pitch is a short, informal description of what your company does and what makes your company or its products special.

• It is harder than you think!
Why an Elevator Speech?

- The name comes from the idea that you are in an elevator going to top floor of skyscraper and you have the time the ride allows to tell your story – plan on about 30-45 seconds when read ALOUD.

- For instance, imagine you are at a busy networking event or tradeshow and someone asks you about your firm or product – what do you say? How do you share your value proposition, product features and benefits in a matter of moments without stumbling all over yourself.
How to Write Your Elevator Speech

- Write a 2-3 sentence general description of your firm.
- Write a 2-3 sentence general description of your product/service.
- List your features.
- List the related benefits.
- Write a two sentence value proposition.
- Write 2-3 sentences summarizing the above.
Putting It Together

- Take the information you collected using the guidelines on the previous slide.
- Now write your speech in an informal, conversational style.
- Read it aloud – is it about 30-45 seconds?
- Edit accordingly and read it again.
Your Personal Elevator Speech

- This is one of the more important lessons for this week – your personal elevator speech.
- This is NOT the assignment for the week but each of you should have a written elevator speech about YOU.
- Use it at networking events, interviews and other professional events.
To Learn More….

- Google “elevator speech.”
- Practice...practice...practice.
- Learn to adapt it to specific audiences.