

Elevator Pitch or One Minute Intro:

The elevator pitch was so named because it was conceived as a short snappy attention getting speech that took as long as the time to get from the ground floor to the MD's office in the lift. Now you may not need to make such a speech in a lift but they are common in most networking situations.

The purpose of your speech is not to sell your product or service completely. All it needs to do is hook the prospective client's attention and get them to say "tell me more..."

Every pitch should address two key elements:

The pain statement: What problem does your product or service solve?

The value proposition: How does your product or service solve that problem?

Every great elevator pitch must meet four key tests:

1. **It must be succinct** – you only have 1 minute (or often less!)
2. **It must be easy to understand**
3. **It must appeal to your target audience** – make it clear what's in it for them
4. **It must be irrefutable**

What's the easiest way to craft an exciting pitch?

Simply ask the following four questions: What is my service, product, company, or cause? What problem do I solve (or what demand do I meet)? How am I different? Why should you care?

Answering these queries will help you start strong while giving the rest of your presentation a direction.

Here's an example to get you started

"Language Line Services is the world's largest provider of phone interpretation services for companies who want to connect with their non-English-speaking customers. Every 23 seconds, someone who doesn't speak English enters the country. When that person calls a hospital, a bank, an insurance company it's likely that a Language Line interpreter is on the other end. We help you talk to your customers, patients, or sales prospects in 150 languages!"

This takes less than 30 seconds to say and gives potential customers a reason to learn more about the company.

Now let's unpack it and see how it evolved from answering the four questions.

Question 1: What is my service, product, company, or cause? "Language Line is the world's largest provider of phone interpretation services." If your company offers a service rather than a tangible product, say so.

Question 2: What problem do I solve? "Every 23 seconds, someone who doesn't speak English enters the country." Every service, product, company, or cause must offer a solution to a problem or satisfy an unmet demand.

Question 3: How am I different? "When you call a hospital, bank, insurance company, or emergency service, it's likely that a Language Line interpreter is on the other end." By not directly saying "We're number one in the industry," the pitch takes a softer approach but still lets potential customers know the company is a leader in its field. Odds are you're not the only one doing what you're doing. Be different.

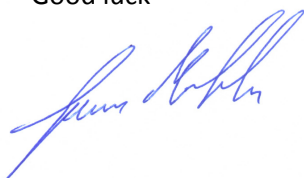
Question 4: Why should you care? "We help you talk to your customers, patients, or sales prospects in 150 languages." Wow! Now I want to hear more. If you can't tell your audience members how your product or service will improve their financial well-being or their lives in general, they will dismiss without a second thought.

It really is that simple to craft a compelling pitch. Answer those four questions, and you'll stand out. Your listeners just want to know, in a clear and concise way, what you do, what problem you solve, how you're different, and why they should care about you or your message.

Don't think you have to do it all yourself. Involve your colleagues and friends and brainstorm answers to those four questions. It only takes 30-60 minutes and once you have one that you are happy with it, send it to everyone in the company and include it on your Web site and in your marketing collateral. It will bring you far more success than you can imagine.

Please feel free to share your successful pitches with me via e-mail. I'll gladly tell you what I think of the pitch you've crafted. If you'd like 1:1 help with your pitch please call me as I offer regular 60 minute clinic sessions either face to face or online. www.inter-activ.co.uk/clinics

Good luck



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