Imagine yourself in an elevator, and the CEO of your favorite company walks in. You both are going to the eleventh floor. As the door shuts, the CEO turns to you and introduces themself...and this is your chance to make a big impression. As bizarre as this scenario sounds, it happens. When you are stuck in an elevator with someone you admire or want to get to know, how are you going to make a statement.

If you have taken Marketing 301, you are already pretty well aware of the benefits of having an elevator pitch at the ready. Typically elevator pitches are around seven lines of typed text spoken fast.

According to Business News Daily:

1. Start off strong
2. Be interesting, be authentic
3. Prioritize your pitch
4. Know your audience
5. Focus on what matters
6. Keep it conversational
7. Think about your end goal
8. Make a connection
9. Tell, don't sell
10. Open the door to continue the conversation

ABOUT YOU

- Smile to your counterpart, and open with a statement or question that grabs attention: a hook that prompts your listener to ask questions.
- Tell who you are.
- Tell what you do and show enthusiasm.

WHAT DO YOU OFFER

- Tell what problems you have solved or contributions you have made.
- Offer a vivid example.
- Tell why you are interested in your listener (looking for a job!).

WHAT ARE THE BENEFITS

- Discuss what very special service, product or solutions you can offer him or her.
- What are the advantages of working with you – What are your best qualities?

HOW DO YOU DO IT

- Give a concrete example or tell a short story, show your uniqueness and provide illustrations on how you work.

CALL FOR ACTION

- What is the most wanted response after your elevator speech? Do you want a business card, a referral or an interview for a job after your elevator speech?

Check out the full article here.

Blog Column:
Biz Blog

Source URL (retrieved on 09/29/2018 - 2:07pm):
https://www.honors.umass.edu/blog/ecking/bizblog-elevator-pitch