



Elevator Speech Exercise

You may have read in the leadership tip *Preparing Your Elevator Speech* there are times when you only have seconds to make an impression and catch someone's attention about your business. You'll want to create, practice and be able to confidently deliver an 'elevator speech' in these circumstances.

Follow these steps to create a compelling pitch.

Determine the goal of your speech

Example: To entice people to contact me for information on how they can increase sales and lower expenses by learning about my rich relationship techniques for business and in the workplace.

Define What You Do

Example: The Tremblay Leadership Center specializes in leadership training and relationship management. It costs one and a half times an annual salary to replace a good employee, and it's far more cost effective to maintain existing customers than to find new ones, so rich relationships mean more money.

Convey Your Uniqueness

Example: I customize programs to assist people with taking responsibility for making critical relationships work and I provide tools to help them maintain positive, productive and profitable allies.

End With An Open Ended Question

Example: How can I help you create rich relationships?



Now put it all together

Just layer your answers to all the above questions and practice it. Use a timer to ensure its between 20-30 seconds. See how it looks, hear how it sounds and ask yourself, "Does this excite me?" If it's too long, pare it down. If it sounds dull or boring or complicated to you then it definitely will to your audience as well. Work on it until you're happy with it, and it excites you to read it. Then practice it, use it for the opportunities you have seconds to make an impression and measure it's effectiveness.

Examples:

Tremblay Leadership Center

I help people learn to play nice in the sandbox. Within a workplace or any business, relationships are key to success. I meet with businesses of all types to help them achieve more sales and fewer expenses. It costs one and a half times a good employees salary to replace them and it's much cheaper to keep customers than to find new ones. Rich relationships mean more money. How can I help you make more money?

Accountant

I help people save money on their taxes. (no further words needed here)

SendOutCards

I help people turn their smart phones into a mobile, global business by showing them a phone app that people love to use and make money with.

-or- (depending on the audience)

I help businesses increase sales and referrals with an incredible tool that saves time and money, keeps them organized and can even make them money as well.