

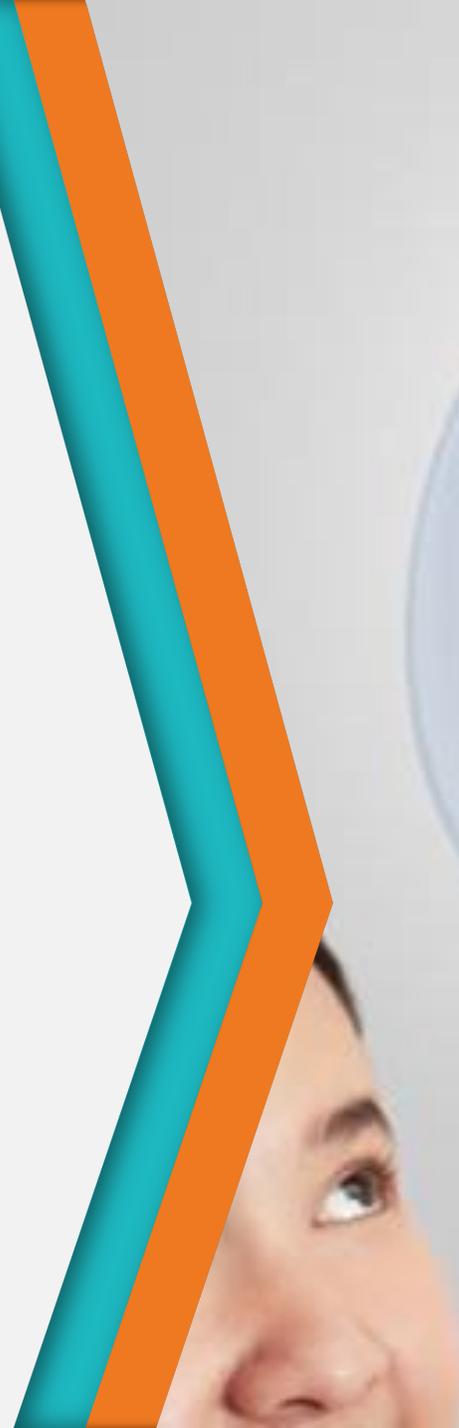
Your Elevator Speech

Fine-Tuning Your
Elevator Speech

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A Perspective 101 Series



Fine-Tuning Your Elevator Speech

Once you've written your elevator speech, you'll want to go through it again to pare it down to its essentials.

Use the next questions to assess your elevator speech and make any necessary adjustments.

Elevator Speech Assessment Tool

Read the questions below. Check all the items you agree with.

_____ Does it clearly identify your target market?

_____ Does it have any fluffy, descriptive words that aren't essential?

_____ Can you simplify any of the words to make them more conversational?

_____ Have you used contractions?

_____ Does your problem statement address the primary issues your customer wants to eliminate?

Elevator Speech Assessment Tool

Read the questions below. Check all the items you agree with.

_____ Or, does your benefit statement speak to the future state that your customer really wants to achieve?

_____ Would your customers actually “say” the feeling word you’ve chosen? Make sure you use their language.

_____ Have you included 1 or 2 outcomes your customers receive?
(If you have more than 2 outcomes, you dilute your message and confuse your customers.)

_____ Is it compelling to your prospective buyers?

_____ Would you feel comfortable saying it? Is it “you”?

_____ Could other people easily repeat it?

Elevator Speech Assessment Tool

Work and rework on your elevator speech until you can check every single one of those boxes in the Elevator Speech Assessment Tool on the next page.

Once you've cleaned up your elevator speech, now you need to get it ready for prime time.

Delivering Your Elevator Speech

You've now written out your elevator speech and are ready to start using it.

Perhaps you even have several versions that you want to try out before you settle on which works best.

When you deliver your elevator speech, it must come out sounding natural and confident. You must practice it by saying it aloud. Over and over again. People write very differently from how they speak. Saying your elevator speech aloud helps you find a more conversational way to deliver your message.

As you practice your elevator speech, say it slowly. It should take about 10 seconds to deliver.

You don't want to rush through it either; make sure you speak at a pace that enables prospective customers to absorb what you're saying.

Here are several ways effective ways to practice your elevator speech.

1. Practice in front of the mirror.

Watch how you look as you deliver your elevator speech.

- Do you look confident?
- Are your gestures natural?

2. Leave yourself a voicemail.

Call your own phone number and deliver your elevator speech when it's time to leave a message. Then, listen to how you sound.

- Do you sound natural, confident and conversational?
- Do you have any awkward pauses and filler words like “um” or “er”?
- Do you stumble over any words?

If so, perhaps you need to choose a simpler alternative instead.

- How long did it take to deliver? If it's longer than 10 seconds, consider shortening it.

3. Video tape yourself.

As you review the tape, watch and listen from your customer's perspective.

- Do you look/sound like you mean what you're saying?
- Do you have any bothersome non-verbal behaviors that are caused by being nervous.

If so, work to eliminate them.

By practicing your elevator speech over and over again, you develop a comfort level with it.

3. Video tape yourself.

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By practicing your elevator speech over and over again, you develop a comfort level with it.

Initially test it out with colleagues or close friends to get their reactions. Take everyone's input seriously. Remember, they just want you to get better.

Evaluate their suggested changes and integrate the best ones into your newly revised elevator speech.

3. Video Tape Yourself.

Next, try your elevator speech out in a social gathering or networking event.

Watch and listen for how others respond. Note any areas where they appear to be confused or their eyes glaze over.

Do they appear interested in what you do? If so, you're on the right track.

3. Video Tape Yourself.

Be gentle with yourself.

If you've followed the steps above to write your elevator speech, you are starting with a good one. It may not be the very best you could have, but it's certainly good enough to take out to the marketplace.

Don't insist that it has to be perfect before you use it.

You need people's reactions to make it the best it can be. That's why you field-test it.

Revising is good.

It's what takes your elevator speech to the next level.

Winning Elevator Speeches

You'll immediately know when you have found a winning elevator speech.

It's easy to say.

It really tells about the impact your product or service has on your clients business.

But perhaps most gratifying is that after you share it, you'll hear comments such as:

Winning Elevator Speeches

- *“You must have been talking to people in our company.”*
- *“That is just what we need.”*
- *“That’s interesting. How do you do it?”*
- *“I want you to talk to Andrew about that. He needs to hear more about what you do.”*
- *“We’re struggling with exactly that challenge in our business. How do you handle it?”*
- *“Our sales division is having those same issues.”*
- *“I was talking to a former colleague of mine recently. I think he would be really interested in what you do.”*

Winning Elevator Speeches

These are the kinds of responses you get when you have a clear, compelling elevator speech that's clearly targeted at a specific market segment.

You've created a WINNER!

Using Your Elevator Speech

Once your winning elevator speech is nailed down, you'll want to use it in as many ways as you can.

Use it at trade shows, networking events, neighborhood gatherings and in the stands at your son's Little League games.

You never know who might be sitting next to you!

Using Your Elevator Speech

Incorporate your elevator speech into your marketing materials.

Your message is relevant and attracting to your target market. So use it again and again.

There are numerous venues available for you to deliver your message.

Include it in:

- Product brochures • Web site
- Corporate overviews • Email SIG file
- PowerPoint presentations • Tagline on business cards
- Executive summaries (proposals) • Title of your speech
- Advertising • Voicemail message
- Fax cover sheets • Promotional products

Using Your Elevator Speech

When your elevator speech is “right on” it’s a powerful communications vehicle.

You can magnify its effect by repurposing it in multiple ways.
You’re constrained only by your imagination.

Final Thoughts

Being able to describe your product or service offering in a manner that everyone understands is one of the most important marketing skills you need to master.

It takes time and effort to work through the many iterations that you'll try before you arrive at one that works like a charm.

But the challenge is worth it.

Enticing is good!

Final Thoughts

Just think how you'll feel the next time someone asks,
"What do you do?"

Your heart won't beat rapidly in your chest as you stumble and bumble through your clumsy, poorly worded, nonappealing elevator pitch.

Instead you'll look at your prospective customer with a winning smile on your face and very confidently say,

"I help businesses win and build customers in their market with Print, Direct Mail, Mobile, Web, Digital and Online."

Preparing A Sales Plan



This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



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