



Going Up!

How to Craft an Effective Elevator Speech



Hey!
We don't even
have an
elevator...
I mean really,
have you seen
my office?

My office...



It's about as big as an elevator

- It has furniture from the 70's, gotta love the orange and avocado
 - I have more files and papers than storage
- I am trying to go paperless...

But...

We sure don't have an elevator, and we give our speeches in the board room!

WHOA!

What is an Elevator Speech?

An elevator speech is:

Concise – short!

Punchy – meaningful!

Planned – be prepared!



It..

- Focuses on the listeners point of view... engage them!
- Tells what you do
- Makes a point
- Shares the value of a program or organization

Why an elevator speech?

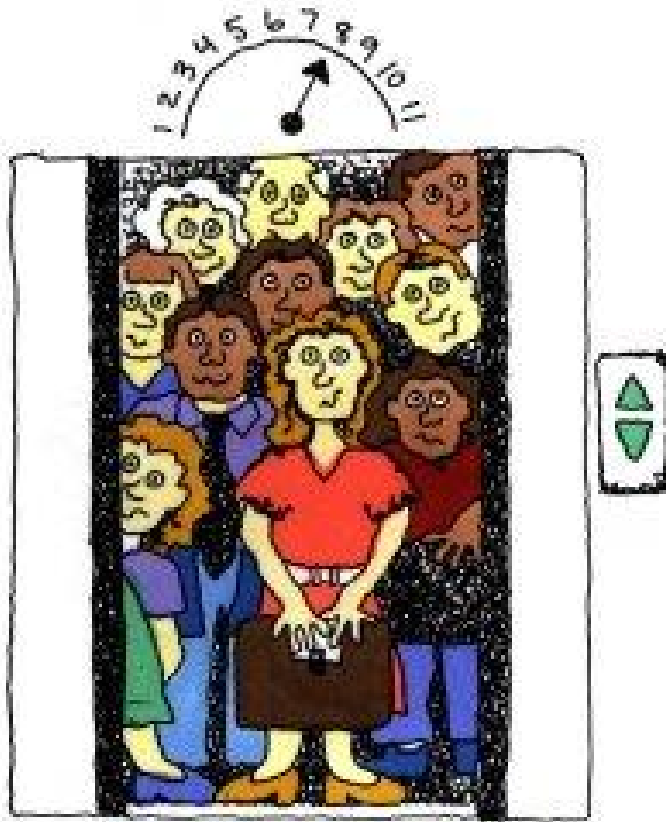


You know, I have a LOT to do and speeches are definitely not high on my priority list.

By the way... does anyone have a Spanish teacher?

WHOA!

What is an Elevator Speech?



The name elevator speech was likely coined from the idea that sometimes we encounter people and don't speak even though we may have a captive audience – like in an elevator. Or in... the grocery store, neighborhood, hallway...

WHOA!

What is an Elevator Speech?



The idea of the elevator speech is that you can grab the listener's attention, and share your **CORE MESSAGE, MARKET** yourself or business in a few short minutes.

Why an elevator speech?



BE PREPARED to
ADVOCATE for your
program during these
chance encounters!

**MAKE THEM WANT TO
KNOW MORE**

- be prepared for them to ask about your program when you are finished!

FOCUS ON THE LISTENER!

Why an elevator speech?

A clear picture!



Sample 1:

Hi, I'm Dale Programmer and I am a career executive coach. I hold a Master's Degree in Career Counseling and have been trained by a master level coach. I have been an HR director for a multinational cosmetic company, run a PR agency and taught college level business courses.

Revised Sample 1:

Hi, I'm Dale Programmer and I help people become more successful at their work. For example, I have helped a client change jobs with a 40% salary increase, I have helped a client develop the skills to deal with a difficult boss, and I have helped a manager devise new ways to keep her staff motivated.

7 Elements of an Elevator Speech

Confidence! Be Prepared!



1. Hook (attention grabber)
2. Who does your program serve?
3. What is their need?
4. What is your solution?
5. What unique benefits do you offer? Differentiate
6. Why should they pick/support us?
7. Call to action.

FOCUS ON THE LISTENER!

Going UP!



Results...

- You provide those who can advocate for you with **valuable information!** Get them hooked to ask more questions!
- The perceived **value of your program** should start GOING UP! AND match the actual value!
- You will sound **prepared and polished.**
- **Your value** will start GOING UP! *(or maintain that great height you have already achieved!)*

Why an Elevator Speech?

Norm's Wisdom



I am concerned about the lack of understanding and appreciation that we as adult education coordinators experience in our school districts. How do we turn thinking around? How do we make people realize what a valuable asset they have in their own “backyard.” Our “students” are the same folks that go to the polls and vote for referendums.

Why an Elevator Speech?

Norm's Wisdom



Imagine what each of our communities would be like without an Adult Enrichment (AE) and Continuing Education program.

- AE enriches lives.
- AE changes lives.
- AE improves and enhances the health and wellness of so many individuals.
- AE gives people hope.
- AE helps demystifies the uncertainty of people's financial futures.

Why an Elevator Speech?

Norm's Wisdom



- AE helps the unemployed or under-employed become more marketable.
- AE gives our adult learners great satisfaction when they acquire new skills.
- AE cultivates and nurtures confidence.
- AE challenges adults to try new things and change their way of thinking.
- AE helps unlock and unleash the creativity of our citizens.
- AE is so many things to so many people and are treasured by so many.

Why an Elevator Speech?

Norm's Wisdom



If I were an accomplished singer (or even mediocre), I would sing it from the mountain tops that Adult Enrichment and Continuing Education are one of the best things we have in Minnesota! And it's only going to be needed more so as the Baby Boomers retire and alter...no... rewrite the role of what a typical "senior citizen" does in his and her golden years. -- Nix the card games and bingo and throw in adult education! This is a generation that embraces lifelong learning. And who is better qualified to deliver on their expectations?

7 Elements of an Elevator Speech

1 - Hook

**Interesting fact or point about
Adult Enrichment programs / grab
their attention!**

- Don't tell the job duties....
- We reduce your workload
- I help increase productivity by 40%.
- Must be true
- Be ready to answer the challenge and
PROVE IT!



FOCUS ON THE LISTENER!

7 Elements of an Elevator Speech



2 - Who is it for?

- Age
- Community residents
- Learners
- Anyone
- Those with skills who wish to teach
- Taxpayers

FOCUS ON THE LISTENER!

7 Elements of an Elevator Speech



3 - What needs do the participants have?

FOCUS ON THE LISTENER!

7 Elements of an Elevator Speech



4 - What do we offer that

- solves problems for our customers
- makes a significant contribution

What is our solution?

FOCUS ON THE LISTENER!

7 Elements of an Elevator Speech



5 - What benefits do our customers receive?

- Focus on the LISTENER benefits, not the features we offer.
- Say – it's the same clarity as sitting in the fifth row center of a concert hall vs. there are 12 speakers, 3.5 tweeters and a large woofer named Spot in the trunk.

FOCUS ON THE LISTENER!

7 Elements of an Elevator Speech



What benefits do our customers receive?

- Testimonial/Metaphor
- Success story

‘We’re the Lexus of toothbrushes.’

‘Just like American Red Cross helps people in an emergency, our data recovery service will have you running again in 8 hours or less.’

FOCUS ON THE LISTENER!

7 Elements of an Elevator Speech



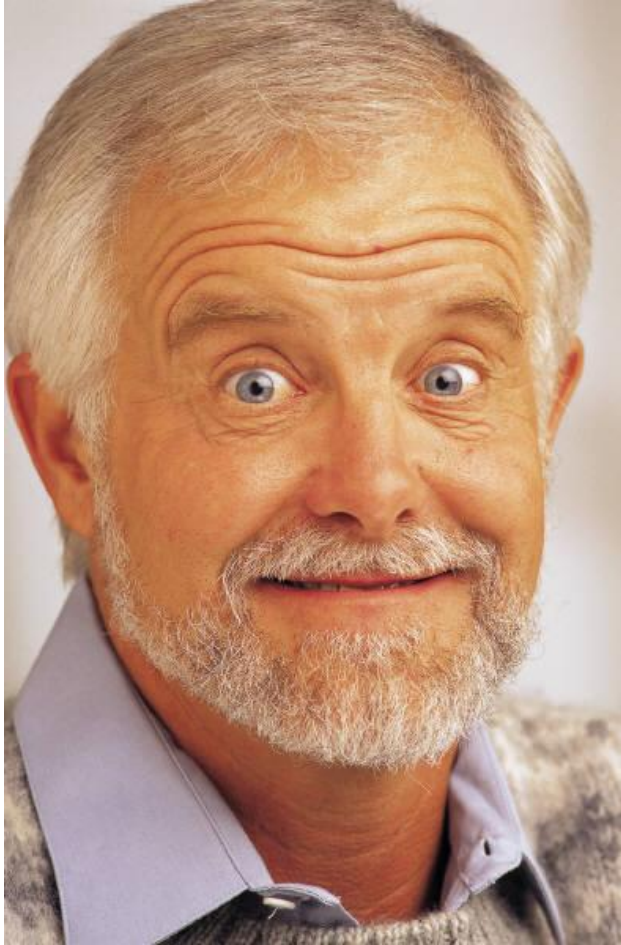
6 - Why should they pick us? What do our customers say?

‘The Wall Street Journal called us the most user-friendly nose whistle ever.’

‘We’ve worked with IBM, BMW, DKNY and UPS!’

FOCUS ON THE LISTENER!

7 Elements of an Elevator Speech



What differentiates us from the 'others'?

What is our advantage for the customer?

'We charge you only if we find cost savings for you.'

'Unlike our competitors, our product has 30% less fat yet still is more preferred in taste tests.'

FOCUS ON THE LISTENER!

7 Elements of an Elevator Speech



7 - Call to Action

What do you want the listener to do?

FOCUS ON THE LISTENER!

GOING UP!



Keep the value of your program going up!

- Align the speech to best fit YOUR program
- Make it comfortable for you
- Practice your elevator speech

FOCUS ON THE LISTENER!