

## The Elevator Pitch

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- **BE BRIEF.** Your “Elevator Pitch” should be no more than 15 – 60 seconds. The rest of the time is for questions a prospect has for you and you have for a prospect.
- **BE TO THE POINT.** Creatively tell your prospect exactly what you do, what you are an “expert” in and what you can do to satisfy their needs or “alleviate their pain”.
- **BE REMEMBERED.** Say, give or do something creative that will stay in the prospect’s mind (in a positive way of course).
- **BE PREPARED.** Have your information at your command – rehearsed, practiced and polished.

After you have presented your “elevator pitch”,

- **HAVE “POWER” QUESTIONS AND STATEMENTS READY** by preparing them ahead and rehearsing them. Get the information you need.
- **SHOW HOW YOU SOLVE PROBLEMS** in a way that helps or serves him/her.
- Don’t let a good prospect go without some agreement about what’s next.
- **HAVE FUN...REALLY.** Don’t press or be pressured – it will show.
- **BE CONSCIOUS OF TIME.** When you have delivered your message, made your contact and secured the next meeting/action – move on.

*Source: Jeffrey Gitomer, The Sales Bible*

## My Elevator Pitch

What product/service do you provide?

Who are your products/services for?

What benefits do your products/services provide for your customers or what “pain” do they alleviate?

Now put it all together....