



"If it moves
I shoot it!
I'm Mike Geoff,
Mike Geoff &
Associates, event &
video production,
of Nashua, New
Hampshire."



"I help you
find it in 5 seconds.
I'm Lee Ann
Kleinfelter, of Keeping
Order. As an organizer
I offer three dimensions
of relief: space, time
& process."



"I teach people how to
behave...in front of food. I'm
a nutritionist and speaker who
helps you eat less
and enjoy it more!"

**RIDING YOUR
ELEVATOR
SPEECH
TO THE TOP**



**Helping Speakers
Showcase Their
Uniqueness!**



Inspiring Stellar Sales and Service Leadership

www.ExpressionsOfExcellence.com

“Your Sixteen Second Success!”

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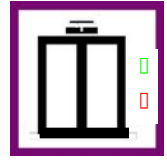
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“Your Sixteen Second Success!”



Introducing...The Elevator Speech!



What’s an Elevator Speech?

It’s a mini-speech you deliver in the time it takes to ride an elevator with a stranger.

It’s a sound bite to entice listeners to what you have to offer: services, products, relationships.

What is the point of an Elevator Speech?

It introduces you to strangers.

It tells strangers who you are, what you do, and how it relates to them.

It also showcases your uniqueness, emphasizes your competitive advantage(s).

It whets a listener’s appetite to hear and learn more.

Most importantly, it forms the basis for building new business relationships!

Where can you deliver an Elevator Speech?

Anywhere you have 16 seconds and a stranger: hallways, sidewalks, meetings, interviews on the telephone, at conferences and conventions, at social gatherings and elsewhere.

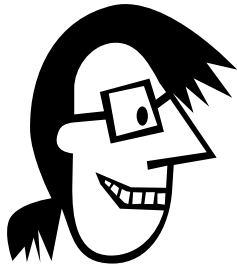
What makes an Elevator Speech effective?

It’s memorable, catchy or provocative. It creates a bond. They remember you!

What are the elements of an Elevator Speech? (Note: order of elements may vary.)

- ▶ A compelling or ‘attention grabbing’ opening
- ▶ A description of your job/service/product/skill set
- ▶ A focus on benefits to the listener
- ▶ An emphasis on your competitive advantage: showcasing your strengths
- ▶ Your name and occupation

A Sampling of Elevator Speeches



I teach people how manners make money & politeness produces profits in the marketplace.

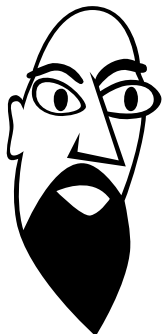
I teach etiquette to youth and adults. I'm Carolyn Millet, and it's my pleasure to meet you!



Hi,
I'm Cassandra Cockrill.
I'm an evangelist for better thinking, better speaking, & better listening.

I help thousands of people each year to communicate more confidently & competently than ever before.
I do it through Toastmasters.
Are you interested in better communication?

Say it Your Way!



We turn conflict into agreement. I'm Robbie Gordon of the Conflict Resolution Institute. Our workshops and coaching reduce your conflict.

We teach people how to understand, discuss and resolve conflict so they can live happier lives. Let us replace the conflict in your life.



Hi, I'm Dr. Catherine Maloof... ChiroWoman!
I move bones and save lives — everyday. I'm healing the planet...one spine at a time.

I'm a Chiropractor based in Mission Viejo. I specialize in sports injuries, pediatrics, women's health issues, & nutritional therapy.
Tell mw, where do you hurt?

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What Do Others Want, Seek & Value?

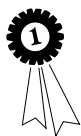
Customers and clients want, seek and value products, services, skills and relationships that do one or more of the following:

- ▶ Give them Security.....
- ▶ Make them Money.....
- ▶ Save them Money.....
- ▶ Save them Time
- ▶ Solve their Problems.....
- ▶ Save Energy.....
- ▶ Simplify their Life / Business.....
- ▶ Give them a Competitive Advantage
- ▶ Enhance their Image or Reputation
- ▶ Increase Their Patronage / Client or Customer Base
- ▶ Increase Efficiency / Volume / Throughput.....
- ▶ Reduce Stress / Headaches / Paperwork / Bureaucracy.....
- ▶ Extend their Sphere of Influence / Increase Market Share
- ▶ _____.....

Which of these can you deliver? Check the box at right for each way you can help others. Your elevator speech tells listeners the ways you are poised to help them achieve their goals. Prospects seek a better way, a better deal, better vendor relationships. In how many categories do you have an advantage over competitors? Where are your competitors stronger than you? Do you know?

ALWAYS THINK IN TERMS OF THE NEEDS OF YOUR CLIENTS.
KNOW THEIR ISSUES, VALUES, CONCERNS AND PRIORITIES.
BECOME THE SOLUTIONS TO THEIR PROBLEMS!

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Meeting Pros Will Ask: “Why YOU?”

Identifying Your Competitive Advantage(s)



What advantages do you offer clients, vis-a-vis your competition? _____

(Are you easier to find, easier to use, more economical, easier to pay, better able to understand their needs? Asked another way, “why would customers prefer to do business with you?” Can you deliver quicker? Offer support as well as products? Do economies of scale exist? Are there special distribution channels? Can you provide “turn-key” solutions, one-stop shopping, etc.?)

KNOW AND MARKET YOUR COMPETITIVE ADVANTAGE(S)!

Identifying Your Unique Selling Proposition(s)

What makes you unique? _____

(Training, past clients, certifications, degrees, style, special processes or techniques you’ve perfected or patented? Do you possess rare expertise, other attributes?)

What are your unique selling propositions? _____

(What are you offering that competitors aren’t?)

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What’s My Line?

Are you excited about your occupation? If so, it shows...and if not, it still shows!

Try to see your job in a different light. What is ennobling about what you do? What’s enriching? What’s exciting? Spread your excitement with others during your elevator speech!

OCCUPATION **TAG LINE**

Telephone Customer Service Representative (CSR) I have a Special Calling...

Commercial Credit Representative I Give Credit Where Credit is Due

IRS Agent I’m a Government Fund-Raiser

Insurance Agent I Insure A Sound Night’s Sleep Every Night

Real Estate Broker I Put People into their Dream Houses!

Dietitian I Teach People How to Behave in Front of Food

Estate Planner I Help You Leave A Legacy

Voice Coach I Give Voice to the Timid!

Midwife I Bring Life into this World

School Teacher I’m Empowering the Next Generation

Travel Agent I Shrink the Globe so you can See the World!

Banker I Put You in Front of People With Money

Your Occupation: _____ . “I _____”



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Features vs. Benefits Strangers listen to WII-FM*



Do you know the difference between Features and Benefits? We know from experience that companies buy Benefits, not Features. Given the choice, you should emphasize the Benefits of your skills, service or product, rather than its Features. Help your audience answer their natural question about your product/service: “*What’s In it For Me?”

Features (of Skills) Benefits

Know HTML, C++, LINUX..... Write Code on a Popular Platform

Type 80 Words Per Minute Efficient and Productive

Multi-Lingual (Speak French, Spanish and Russian) Help Conduct Overseas Business

Features (of Products) Benefits

E-Tickets (Airline reservations)..... Avoid misplacing tickets / reduce paper clutter

Encyclopedia on CD-ROM (Software)..... Knowledge at your fingers — anywhere!

5-CD Changer Variety, less labor required

Features (of Services) Benefits

On-Line Shopping Saves Time / Shop Anytime


Central Billing..... Simplify Accounting / Less Paperwork

Call Waiting..... Never miss a call / 2 phone lines for the price of one.

Well Trained Staff..... Efficiency

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More Sample Elevator Speeches



I keep your company out of Dilbert's comic strip! I'm Alyson Abrams, a Silicon Valley management consultant specializing in change.

If your company is experiencing rapid contraction or change I can offer experience and wisdom to keep your employees happy and your profits in the black.

Change doesn't have to be painful. Let me put a smile back on the faces of your employees. I'm here to help. Here's my card.



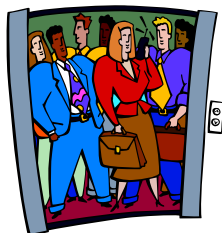
I'm a Techno Shock Therapist. I'm Andy Ebon, president of EBS Virtual Communications.

EBS helps clients with their internet marketing and promotion needs through web development, web site promotion and incorporation of eMarketing with their overall marketing plan.

Tell me a little about your web presence and what you'd like to do through cyberspace this year.
(Pause, smile and listen.)

- ▶ Each Elevator Speech is short, catchy and delivered conversationally.
- ▶ They focus on *solutions* and *benefits*, not just problems or features.
- ▶ Each invites the listener to connect further, through a business card or a website.
- ▶ Alyson and Andy are upbeat, friendly and give good eye contact to their listeners.
- ▶ Each is poised to listen for clues as to whether a good fit exists between both parties.

“Your Sixteen Second Success!”



Building Your 'Elevator Speech'

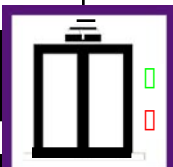


Next Stop
SUCCESS!

5 Closing Line (and Optional Take Away):

Going In
The Same
Direction!

4 Question to Elicit Engagement or Seek Information (Qualify Your Prospect):



3 The Benefits of What You Do, For Whom You Do It / A Unique Selling Proposition:

Push All
The Right
Buttons!

2 Title / Job & Tag Line:

Getting
To Know
You

1 Introduction & Name (Don't Forget to Smile & Give Good Eye Contact):

Rising Up?
Enter
Here



Delivering Your Elevator Speech

Beyond the Elevator

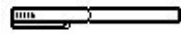
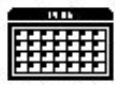




Places to Give Your Elevator Speech (In Addition to Inside an Elevator):

- ▶ In Line at the Supermarket
- ▶ On Telephone (Cold Call) 
- ▶ On the Sidewalk
- ▶ Coffee Shops & Taverns 
- ▶ At Laundromat
- ▶ At Conferences & Conventions 
- ▶ On Airplane/Train/Carpooling
- ▶ In Line for the Movies 
- ▶ Parties 
- ▶ In Line at Bank
- ▶ Picnics 
- ▶ Waiting Rooms of Doctors/Dentists/Vets
- ▶ At the Beauty Shop/Barber Shop
- ▶ Bus Stop/Ferry Stop 
- ▶ Hotel Lobby
- ▶ Meetings!

GRABBERS!

Takeaway Items to Remember You By

Something to Put into Someone's Hand

- ▶ Business Card
- ▶ Pen or Highlighter 
- ▶ Pin, Button or Badge
- ▶ Calendar or Wallet Calendar 
- ▶ Personalized Magnet
- ▶ Keychain, Keyholder, Whistle
- ▶ Ruler 
- ▶ Industry Specific Items
- ▶ Compass, Calculator 
- ▶ Customized Candies
- ▶ Compact Mirror
- ▶ Coupon/Voucher/Discount Card 
- ▶ Date Book
- ▶ Address Book
- ▶ Notepad, Bookmark
- ▶ Beanie Babies, Teletubbies... 

About Your Author and Presenter



CRAIG HARRISON has been profiled in *The Wall Street Journal* and *Business Week*, interviewed by 60 MINUTES and BOTTOM LINE, quoted by *THE FINANCIAL TIMES*, and his columns and articles run regularly in the *San Francisco Chronicle*, *San Francisco Examiner*, *California Job Journal*, *Executive Excellence*, *Customer Communicator*, *The Professional Caterer*, and *Toastmaster Magazine*. He is founder and president of EXPRESSIONS OF EXCELLENCE!™

Craig is on the faculty of the UNIVERSITY OF CALIFORNIA AT SANTA CRUZ EXTENSION, trains for the REGIONAL TRAINING INSTITUTE and COMPUSA, and his clients include PFIZER, UNITED AIRLINES, HITACHI AMERICA and SBC. Craig combines humor, wisdom and practical sense to help you communicate with confidence and clarity. He'll help you experience the sweet taste of success.

Background

As a manager, consultant, publisher and curriculum developer in Silicon Valley Craig developed his digital dexterity, helping the technical world train and communicate more effectively. His work with a database company, publishing houses and a consulting firm also helped Craig develop his strong customer service orientation.

As a director of communications with the non-profit PROS FOR KIDS, Craig collaborated and coached with Olympians and Hall of Fame athletes, helping young people enhance their self esteem, become confident communicators and live healthy lives.

As a youth basketball coach Craig has led teams domestically and internationally for such non-profits as SPORTS FOR UNDERSTANDING and MACCABI YOUTH SPORTS PROGRAMS, and such academies as Oakland's HEAD-ROYCE and COLLEGE PREPARATORY HIGH SCHOOLS.

Craig is a past District Governor and Distinguished Toastmaster with TOASTMASTERS INTERNATIONAL, 2004-05 president of the NATIONAL SPEAKERS ASSOCIATION's Northern California chapter, a past president of the INTERNATIONAL CUSTOMER SERVICE ASSOCIATION's SF Bay Area-Silicon Valley chapter, and a past board member of the AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT's Mt. Diablo chapter.

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Dynamic presentations covering a variety of performance topics:

Communication	Leadership	Customer Service
Humor in the Workplace	Team-Building	Excellence

“The skilled and confident communicator opens doors, builds new relationships, serves others effectively and enhances one's own leadership.”

—Craig Harrison



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