



Meet Strangers...Network Professionally...  
Position Yourself...Extend Your Sphere of Influence...  
all in the time it takes to ride an elevator!

Sixteen seconds is all the time it takes — and often all the time you get — to make a favorable first impression. That's the average time spent with a stranger in an elevator.

Learn how to develop your 'elevator' speech to effectively introduce yourself and your business, products and services to prospects. Develop your sixteen-second sound bite for use indoors and out, in work, social or interpersonal settings!

In a world in which we're all competing for peoples' attention, an elevator speech can whet strangers' appetites, showcase your unique selling propositions and let the listener know of your relevance to them. Let yours be an expression of you!



Push All  
The Right  
Buttons!

### Learning Objectives

- ▶ Understanding Image and Presentation Skills
- ▶ How to Speak the Language of Benefits to Others
- ▶ Recasting Your Occupation's Title for Maximum Effect
- ▶ Qualifying Your Listeners Through Asking Questions
- ▶ Identifying Your Uniqueness/Competitive Advantage

### How the Presentation is Delivered

Participants de-construct effective elevator speeches before constructing their own. They identify what makes their product, service or affiliation unique and learn to cast their profession or job title to emphasize their special qualities. Next they *sell themselves in sixteen seconds*, presenting their elevator speeches to a variety of others...as the clock ticks.

### About Your Presenter

Communications expert Craig Harrison has helped thousands express their excellence. A past president of the NATIONAL SPEAKERS ASSOCIATION — N. California chapter, and author of the popular tips booklet *Your Sixteen Second Success*, Craig currently trains executives, entrepreneurs, consultants, sales and marketing staffs and others to effectively bask in their sixteen seconds of fame. Even BUSINESS WEEK magazine recognizes Craig Harrison as the expert on elevator speeches!



PO Box 5965 Berkeley, CA 94705-0965  
(510) 547-0664 Direct

Craig@ExpressionsOfExcellence.com

www.ExpressionsOfExcellence.com



# Push the Right Buttons

# The Elevator Speech

by Craig Harrison



IN THE TIME IT TAKES TO RIDE AN ELEVATOR WITH A STRANGER — sixteen seconds — you can begin to form a new business relationship. It's done with your Elevator Speech.

An elevator speech is a mini-speech that succinctly tells people who you are, what you do, and, more importantly, what it can do for others. It's an introductory paragraph that is given conversationally, when meeting a stranger. It is an expression of you, and should showcase your strengths as they relate to your listener.

By being poised, polished and prepared for your sixteen seconds of fame you can ride your elevator speech from the streets to the suites!

Hi, I'm Craig Harrison, I market confidence! I'm a speaker, trainer and consultant who helps others communicate with confidence and clarity. Through keynotes, training, and coaching I make complex communication fun & easy. Let me help you become a more effective communicator. I'd love to work with you. Here's my card. May I please have one of yours?

My speech is just a few sentences long and changes slightly each time I give it. It's been scripted, rehearsed and honed over months of delivery.

## Elements of the Elevator Speech

Your elevator speech should consist of your name and title, company, and something special about yourself: your talents, experience, or approach. Remember, the goal is to stand out from the crowd so be memorable.

## What You Say And How You Say it

Pronounce your name clearly. It helps to be upbeat. Smile. Perhaps you'll press a card into their palm, or give strangers a mnemonic or other easy way to remember you.

## What Makes You Special?

The world is already full of salespeople, marketers and entrepreneurs. Put a special spin on your talents or occupation. One of many

management consultant I know starts her elevator speech by telling "I keep your company out of Dilbert's comic strip." That captured my attention, and showed me she is excited about her craft, and that she also has a sense of humor.

## Give it a Twist

Represent your occupation in its most ennobling light. A plumber jokingly reminds listeners that "a flush always beats a full house." An IRS agent refers to himself as a "government fundraiser." A midwife "brings life into this world." These phrases invite further inquiry.

## Credentials

Share your qualifications such as special skills, degrees, or experience. Are you an award winning graphic designer, the Chamber of Commerce's entrepreneur of the year, or recently profiled in Who's Who of California? Accentuate these distinctions.

## Strangers subscribe to WIFM

Others naturally want to know "What's in it for me?" Your speech should phrase your skills in terms of benefits to their company. Here are examples for technical and non-technical job seekers:

"Hi, I'm Steve Zebriskie, I'm one of the few, the proud, the remaining COBOL programmers! I was a pioneer in business data processing. With 10 years of experience modifying embedded systems I'm available immediately to assist you with your lingering Y2K problems. Call on me if I can be of service. My e-mail address is nocrash@y2k.com."

## Ask a Question

As job seekers you should elicit more information: "Who currently supplies your hardware?" or "Does your group hire contractors?" Gather more information.

The ride is just beginning. Craft your sixteen second sound bite. Hone it among friends, acquaintances and record it on your answering machine to hear how confident you sound. By being poised, polished and prepared for your sixteen seconds of fame you can ride your elevator speech from the streets to the suites!



Craig Harrison is a speaker, trainer and communications consultant. To contact Craig Harrison, visit his website at [www.craigspeaks.com](http://www.craigspeaks.com).