

30 Second Elevator Speech

An elevator speech is a clear, brief message or “commercial” about you. It communicates who you are, what you’re looking for and how you can benefit a company or organisation. It’s typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator.

It is important to have your speech memorised and practiced. The important thing is to **practice it OUT LOUD**. You want it to sound natural. Get comfortable with what you have to say so you can breeze through it when the time comes.

Elevator speech is:

- No longer than 25 to 30 seconds.
- No more than approximately 80 to 90 words.
- No more than 8 – 10 sentences

A SAMPLE ELEVATOR SPEECH OUTLINE

These 10 speech topics will help to write a carefully planned and prepared presentation that grabs attention and says a lot in a few words. This format suggestion helps you to avoid creating a sales pitch. Use each idea to write one short powerful sentence.

ABOUT YOU

1. Smile to your counterpart, and open with a statement or question that grabs attention: a hook that prompts your listener to ask questions.
2. Tell who you are: describe you and your company.
3. Tell what you do and show enthusiasm.

WHAT DO YOU OFFER

4. Tell what problems have solved or contributions you have made.
5. Offer a vivid example.
6. Tell why you are interested in your listener.

WHAT ARE THE BENEFITS

7. Tell what very special service, product or solutions you can offer him or her.
8. What are the advantages of working with you? In what do you differ from competitive companies?

HOW DO YOU DO IT

9. Give a concrete example or tell a short story, show your uniqueness and provide illustrations on how you work.

CALL FOR ACTION

10. What is the most wanted response after your elevator speech? Do you want a business card, a referral or an appointment for a presentation after your elevator speech?

OTHER BUSINESS QUESTIONS

These are other points, questions and business subjects you could ask yourself:

- Who is your target?
- How large is your market volume?
- How do you make profits?
- What are the background, major milestones and achievements of your team?
- Who are your competitors, how do they solve a problem?
- What is your strength and advantage compared to them?
- Are there special patents or technology?
- Do you have a special approach in client management?

CHECKLIST FOR FINETUNING

STEP 1: First write down all what comes up in your mind.

STEP 2: Then cut the jargon and details. Make strong short and powerful sentences. Eliminate unnecessary words.

STEP 3: Connect the phrases to each other. Your elevator address has to flow natural and smoothly. Don't rush.

STEP 4: Memorise key points and practice.

STEP 5: Have you really answered the key question of your listener: What's in it for ME?

STEP 6: Create different versions for different business situations of your elevator speech. You might need to change your speech if you are speaking with potential suppliers who supply your company and a different speech for potential customers that buy supplies from your company.