

Recipe For A Winning Elevator Pitch

An elevator pitch is a simple canned speech you create to let others know who you are and what you do. You can use an elevator speech when networking, pitching to a prospective client and trying to book an appointment, introducing yourself, and many other situations where you want to pitch your business. In these instances do we rarely get more than a minute of someone's time, so you have an elevator pitch ready to go to throw out at a moment's notice that will accomplish 1 goal: get the listener to ask a follow up question!! That's it! That is the sole goal of an elevator pitch. So it must be concise, informative, and attention-grabbing! So what do you need to include in your pitch? Here is a recipe to follow as you "cook up" your pitch.



Who you are - your name, your company

What you do - what problem do you solve?

Customers you serve - your target audience

Secret Sauce - your point of differentiation

Show-stopping hook - intrigue & interest

Call to action - make something happen!

Work through all the ingredients to determine the right order in which to bake the final product. Experiment with whether you start with your name and title or start what problem you solve. Would the hook be the best in the middle of the pitch? Again, play around with the order in which you present all the information.

Stir in a little interest to keep the conversation lively. Would a question capture attention? Would an anecdote make the listener want to keep listening? How about using a short story to demonstrate how you transform customers.

Mix in your secret sauce! Remember that it is what will make your product or service memorable. It separates you from your competition and will make your prospective customer want to connect with you.

Finally, finish off the dish with a compelling call to action. Think about what you can suggest that will make the listener want to hear more.

When serving up your elevator pitch, there are some presentation tips to remember. Don't rush through it or you'll sound disingenuous. Don't use slang terms or acronyms that the listener might not understand. Make your pitch as simple and easy as possible. And don't be afraid to inject your own personality into it. This also will make it memorable.

Serve it up to as many prospects as possible!