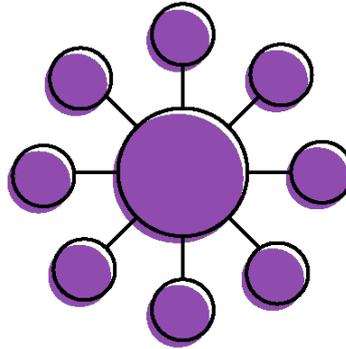


DEVELOP AN 'ELEVATOR' SPEECH

Everyday we connect with and forge relationships with new people. In those few moments of introductions, you need to be able to capture someone's interest and make them remember you. An '*elevator*' *speech or pitch* is so-named because it's so quick you can tell someone on an elevator ride and draw their interest before the doors open.



Your 'elevator' speech should be a short 30-60 second summary reflecting who you are, what you do and what you are about – both personally and in business. This resource will help you form a clear message about you, so you can easily share it with others.

What To Do:

1. **Develop your 'elevator' speech, self-introduction** using the 4-step plan below. Developing and communicating a clear message is a means of gaining credibility.
2. **Practice your 'elevator' speech** until you feel confident that your message will come across as genuine and unscripted.

The 4-Steps:

Steps	Prompts to help you plan...	Write down what you will say
Your name	"(Greeting) My name is..."	
Your organisation	"I work for... , "I'm a (role) at..."	
What you do	Express what you offer in terms of positive outcomes for those you to business with. Draw subtle attention to special benefits or values	
What is unique and different about you / your business	Be positive, proud and ambitious about what you do and who you are. End with an engagement question	

Tips For Delivering Your 'Elevator' Message

- ✓ Depending on the situation, aim to complete your explanation in less than 30-60 seconds.
- ✓ When you introduce yourself, look the other person in the eye. Smile. Shoulders back. Speak with confidence. Sincerity and passion are crucial in making a strong early impression.
- ✓ Less is more: lots of powerful points in very few words make a much bigger impact than a lengthy statement.
- ✓ While you are speaking look the other person in the eyes, and be aware of their **body language** to gauge for interest and reaction to you personally, and to help your assessment of the other person's character and mood.

Follow-Up Options For Your 'Elevator' Speech

Ending with a question enables more to happen than letting the discussion tail off nowhere or into polite small-talk. Depending on the situation and whether you can see that the other's body language indicates their interest, you can end in various ways. For example:

If meeting someone new at an event you can ask:

"What's your interest here/at this event?"

"What are you most wanting to get out of this event/your visit here?"

Obviously if you've not already asked, ask: *"What do you do?"*

After giving your elevator speech, try to develop the discussion around what the other person wants to do, achieve, change, or grow.

Be on your guard for interruptions and sudden opportunities. Many highly competent business people have a habit of interrupting and cutting short discussions when they see an opportunity. This means you may not always finish your elevator speech, in which case allow the discussion to progress, rather than try to complete what you planned to say.