

The Elevator Speech

An exercise to help you describe the benefit of what you do.

It's true to say that there are 2 situations in our working lives when we often make a poor job of answering a simple question:

1. What do you do for a living?
2. What product/service or skill set/attributes can you recommend to solve my problem?

In answer to question 1, we often respond with:

"I am a " (name or profession or job)

When we respond this way, we invite the listener to place their own interpretation of what we do, often based upon their personal experience of dealing with the last person who gave themselves that label.

In answer to question 2, we often respond with:

*"I can recommend a (name of product or service) which is " (technical description of what product/service is "or how it works") or
What I do is.....(job or role) which is.....(technical explanation)*

When we respond this way, we often blind our customers or potential employer with science – and leave them wanting to "think about it" because they do not understand.

An elevator speech gives us a track to run on when we answer these two questions. An example (my own!) is given. On the next sheet try completing the blanks for your job and then for a number of key products and services that you offer – and notice the difference!

Because you know how some people in business have great experience, skills and attributes, but aren't always able to present or promote them in the best possible light or sometimes fail to gain access to the right audience.

Which means that they do not progress as well as they expected, or they miss out on opportunities to switch to something they really want to do.

Well what I do is offer an innovative coaching program for professionals to clearly identify and communicate their unique value and prepare them for greater success.

Which means that I train, consult and coach them in 7 key strategies that have been proven to build successful personal brands.

The benefit of which is they enjoy greater professional recognition, boost their incomes, gain deeper personal satisfaction and understanding and achieve more for themselves and others.
Would you like to kn

Name.....

Occupation.....

Product/Service.....

Skill/attribute.....

You know how some (the customer or employer you are aiming at)

.....
.....

Experience (the problem)

.....
.....

Which means that (the outcome of the problem)

.....
.....

Well I do/can do is (your product/service or skill or attribute)

.....
.....

Which means that (the solution)

.....
.....

The benefit of which is (the outcome of the solution)

.....
.....

Would you like to know more?