

ELEVATOR PITCH

What is an elevator pitch?

An elevator pitch is a brief, powerful and persuasive dialogue that you use to spark interest in what your company / business or brand does.

You can also use them to create interest in a project, idea, or product – or in yourself.

A good elevator pitch should last no longer than a short elevator ride of 20 to 60 seconds, hence the name.

They should be interesting, memorable, and succinct. They also need to explain what makes you – or your company, business, brand, product, or idea – unique.

Remember, an elevator pitch is never an opportunity to close a deal. It's a chance to gain more of your prospect's attention and time. It's also a quick introduction to you, your company, and how you can help your prospect.

When to use an elevator pitch

The goal is to earn a second conversation, not to convince the person you're talking to they should hire you or buy your solution, with this in mind you can use an elevator pitch in the following circumstances: -

- Warm calls
- Career fairs
- LinkedIn profile
- Networking events
- Meet-ups
- Press opportunity
- Conferences
- Online events
- Job interviews
- Social media

Additionally, remember the person you are talking too may not be your perspective customer but could however be your best ambassador or introduce you too potential customers – never underestimate the power of the conversation you are having.

How to write an elevator pitch

These five tips for the perfect elevator pitch will help you sharpen and polish your business / brand / you or product description into something that is short, snappy, personable, interesting and effective. Remember the key is to evoke interest.

1. Who are you?

By being brief but detailed, you are demonstrating confidence in what you do as well as a consideration for their time. Start with your name and stay friendly with your shoulders back with good eye contact. Body language says a lot and this is your very first impression, so make it a good one. Make it feel good – it should flow easily, zero stress, 100% fun and value.

2. What does your company do?

After names have been exchanged, the response of the other party will usually prompt what you do next. In most cases they will ask 'what do you do', but carrying on immediately after your introduction is also fine if they don't immediately say anything. Start with 'I work for' or 'My business is' and carry on to briefly describe your reach with 'we cover' or 'I am based in' to give your organisation geographical context. Have a clear understanding of what your company does, together with the company's mission and goals for its product or service.

3. What's the value proposition?

Now that the stage has been set, it's time to describe what your business actually does and what you offer. Remember to be sincere, confident and enthusiastic as you briefly outline the nature of your business and how it helps people. If you already know what the other party does, try to angle it towards their needs without being too forward. Try to stay away from technical details as this runs the risk of going on for too long and instead focus on the benefits and advantages that your clients get. It can be immensely helpful if you identify what sets your company apart from the rest in the sector.

4. Grab their attention.

Pull in your audience with an exciting story about a customer or the company founders. By highlighting a forward-thinking attitude, you are more likely to spark more interest in your audience. All in all, this explanation should take less than 20 seconds. It may seem like a lot on paper, but by practicing your main points and rehearsing before the event, you should be able to describe your entire business and motivations in a brief and interesting way. End it with a great takeaway – this can be a statistic or statement that will get them thinking and looking for more info.

5. Read and edit the pitch.

Read your pitch aloud and make sure it sounds natural. If your pitch is overly formal, you could come off as stuffy and uptight. Instead, make your pitch conversational. This will keep your audience captivated and more likely to continue the conversation. The pitch we've been practicing with is an even 30 seconds long. This is a good length and gives you time to elaborate if your prospect.

A few don't

It is important to make your pitch effective so here are a few things to not do.

- Don't ramble on
- Don't just talk about yourself
- Don't make it too long
- It is too bland or generic
- It is boring
- Lacks feeling or meaning
- Low vibe – zero interest

A few added do's

So, on reflection here are a few added positive ways to enhance your pitch.

- Make it short
- Concise, to the point
- Interesting
- Unique
- Of value, use examples
- Sharing knowledge
- Positive, uplifting
- Inspiring

NB. In some networking communities they may give you an option to consider your target