

How to Craft an Effective Elevator Speech

An “elevator speech” is a short description of what you do, or the point you want to make, presented in the time it takes an elevator to go from the top floor to the first floor or vice versa.

The name was actually coined from the idea that we sometimes meet the important people in our lives in elevators. The idea of an “elevator speech” is to have a prepared presentation that grabs attention and says a lot in a few words.

Why prepare an “elevator speech”? It comes in handy when you attend an event, a conference, a convention, or some other type of meeting with networking opportunities. You will notice that one of the first questions people ask is, “And, what do you do?”

Your answer is often followed by “Oh, that’s nice,” because they think they know what it means to be a plumber or an appliance dealer. However, if you turn your message around and start with an answer like, “I work with small businesses that are grappling with computer problems,” his or her interest will be engaged.

The Container Store is a large home storage company based in Dallas, Texas. Container Store personnel are taught not to ask, “May I help you?” when a new customer comes in the store because they know that most customers will say, “No thank you; I’m just looking.” So they engage the customer at a different level. “What are you looking for?” Or “Have you seen our new catalogue?” Or “May I show you our new product line?”

Elevator speeches are no different. The purpose is to engage people. To get in their minds in a way that makes it difficult to get you out.

Here is marketer, Chris King's, elevator speech. “Everyone has a story. I help small businesses and non-profits tell their story to the people who need to hear it. I believe that when someone knows your story, they can’t help but like you therefore do business with You.”

One of the great benefits of MBX membership is that it helps you to craft your elevator speech. Week after week you get to rehearse it in front of your supportive marketing team. Don't waste the opportunity.