

Elevator Speech Builder Worksheet

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 can you recommend to solve my problem?

In answer to question 1, we often respond with:

"I am a" (name of 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")

When we respond this way, we often blind our customers 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 is given below. 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!

"You know how some people in business feel unable to cope with the cumulative demands of finance, sales, marketing, resources and personnel... Which means that they are working long hours, have no time to relax, are stressed about money and disillusioned by a lack of enthusiasm for their business? Well, what I do is to offer a coaching program for business owners and their teams... Which means that we train, consult and coach them in key strategies which have been proven to create More Profit in Less Time... The benefit of which is more energy from working fewer hours, peace of mind about money, more balanced home lives and a new passion for work. Would you like to know more?"

BUILD YOUR ELEVATOR SPEECH

Name
Occupation
Product/Service

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

Experience (the problem)
.....
.....

Which means that (the outcome of the problem)
.....
.....

Well I do/can do is (your job/product/service)
.....
.....

Which means that (the solution)
.....
.....

The benefit of which is (the outcome of the solution)
.....
.....
Would you like to know more?