



Part of the Washington SBDC Podcast Series

insight • solutions • success

Effective Elevator Speech:

When you realize you are standing next to the person you have been trying to meet to interest them in your business.

- A brief description of your product or services that should include a concise, compelling story emphasizing your company's core message.
 - 1) What are the features and benefits of your product?
 - 2) How are they different from your competitors?
 - 3) How are your products *uniquely different* in the mind of the customer?

Steps:

- 1) Give your name and title
- 2) Description of business
- 3) Company highlights and recent accomplishments
- 4) Potential benefits of using your services
- 5) Mention your company motto
- 6) Include a call to action

Summary: The 30-second commercial is casual and is delivered with confidence and a smile. You need to invest time to make this speech seem effortless. Focus on what they want and how you can provide it. Once you have memorized this speech you will start to enjoy the reaction of others to your core message. Before long, you will more easily develop your business contacts. You may need to develop different specialized speeches later. This method can be more useful than direct mail and other promotional methods.

Visit your local SBDC for no-cost, confidential advising services: www.wsbdc.org