



Revising Your Elevator Pitch

If you spent 10 floors in an elevator with a prospective CEO, would you leave with a contact name and referral?

If not, you need to develop and practice your elevator pitch.

- It describes what benefits you deliver.
- It reflects your culture.
- It asks for the business!

Here's how to develop your elevator pitch:

1. Start with how you and your colleagues describe your services to customers, family and friends. Listen to the discrepancies, and how each description is slightly tailored to the audience.
2. Define your ideal prospect and customer, and summarize how your service can benefit them.
3. Draft 1-2 sentences describing what you do, and its benefits, to your target audience.
4. Add a final sentence asking for a referral.
5. Practice and perfect your elevator pitch.
6. When you're convinced of its integrity and effectiveness, share it with everyone in your organization and encourage them to practice it too.

Only the best prepared will survive in 2003. You need to be lean and succinct.

Let me know if you need help with a FRESH elevator pitch!

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