



**Developing Your Own
“Elevator Pitch”**

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Why are we discussing this?

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[What is it?]

- › Often a part of a branding, marketing, communications or PR program
- › An overview of a product, service, person, organization or project
- › Should be possible to deliver an elevator pitch in the time span of an elevator ride (30 – 60 seconds)

[What is it?]

›

Why do I need it?

- › Assume people are different:
 - › Aren't knowledgeable about or interested in your product or service
 - › Do not notice the intricacies, subtleties, and details of your product or service
 - › Only interested in the big picture
 - › Have too many things to do
 - › Quickly decide what to pay attention; are looking for a reason to tune you out

What's my responsibility?

- › Come up with a description that will grab the attention of someone who has a hundred other things on his/her mind
- › Explain your idea in a way that requires the listener to do the least amount of work

Dial "WII-FM" on your radio

- › What's in it for me?

[Pitch tip #1]

- › **Know what you're trying to achieve**
 - The primary goal of most meetings is to get a second meeting.
 - In the short time you have, you want to find a way to pique interest and highlight what makes your service unique

[Pitch tip #2]

- › **Know your target**

Pitch tip #4

Keep it real

- Stick with your key "messages"—the bigger selling points of your organization.
- Avoid jargon unless you know your listener is comfortable with it
- Steer clear of platitudes; every business says it's "customer-focused" and "uniquely positioned"

Pitch tip #5

Be specific

- Provide examples of how you're customer-focused or uniquely positioned
- Talk about problems you've solved on behalf of clients/districts

Pitch tip #6

Be prepared

- First impression only happens once
- Respect your audience enough to prepare well

Pitch tip #10

> Practice

- Clear speaking reflects clear thinking
- Even if you're comfortable with your elevator pitch, continue to get feedback on ways to further improve it

Time to Play

> WRITE DOWN WHAT YOU DO

- This first step is for generating ideas. Don't hold back. Ideas can be goofy, serious, wild, funny, or conservative. Goal is to get as many ideas as possible.

> WRITE A VERY SHORT STORY

- Illustrate what you do for people. Try to paint a picture with words.

> WRITE DOWN YOUR OBJECTIVE OR GOAL

- Do you want to gain a client, enlist support for an idea, earn a referral, or something else?

Time to Play

> HIGHLIGHT THE GOOD STUFF

- Read what you've written. Highlight or circle phrases that hook you with clear, powerful, and visual words.

> PUT THE BEST PIECES TOGETHER

- Tell us what you do and why people will want to work with you. Include elements from your story.

> DO A FINAL EDIT

- Cut as many unnecessary words as possible. Rearrange words and phrases until they sound right. The goal is 30-60 seconds max.

