



Elevator pitch



Co-funded by the
Erasmus+ Programme
of the European Union





Introduction

An elevator speech is a clear, brief message or “commercial” about you.

It communicates who you are, what you’re looking for and how you can benefit a company or organization.

It’s typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator.

Important to remember!



This elevator speech is:

- absolutely not longer than 25 to 30 seconds
- or - in words - approximately 80 to 90 words
- or - in sentences - 8 to 10 sentences

Questions



- Who is your target?
- How large is your market volume?
- How do you make profits?
- What are the background, major milestones and achievements of your team?
- Who are your competitors, how do they solve a problem? What is your strength and advantage compared to them? What is your Unique Selling Proposition? Are there special patents or technology?
- Do you have a special approach in client management? And so on.



About you

1. Smile to your counterpart, and open with a statement or question that grabs attention: a hook that prompts your listener to ask questions.
2. Tell who you are: describe you and your company.
3. Tell what you do and show enthusiasm.

What do you offer?



4. Tell what problems have solved or contributions you have made.
5. Offer a vivid example.
6. Tell why you are interested in your listener.

What are the benefits?



7. Tell what very special service, product or solutions you can offer him or her.
8. What are the advantages of working with you? In what do you differ from competitive companies?



How do you do it?

9. Give a concrete example or tell a short story, show your uniqueness and provide illustrations on how you work.

10. What is the most wanted response after your elevator speech?
Do you want a business card, a referral or an appointment for a presentation after your elevator speech?



Steps

STEP 1:

First write down all what comes up in your mind.

STEP 2:

Then cut the jargon and details. Make strong short and powerful sentences. Eliminate unnecessary words.

STEP 3:

Connect the phrases to each other. Your elevator address has to flow natural and smoothly. Don't rush.



Steps

STEP 4:

Memorize key points and practice.

STEP 5:

Have you really answered the key question of your listener: What's In It For Me?

STEP 6:

Create different versions for different business situations of your elevator speech. Note them on professional business cards.



Examples

“Has this ever happened to you? You’re rushing to get the kids out the door in the morning so you can get them to school on time and not be late for an important meeting — and then you realize that you can’t find your car keys. This happens all the time to me. In fact, did you know that the average suburban professional misplaces their keys more than five times per month? That’s more than 600 million times per year! Using bluetooth technology, I’ve created a low cost key fob that helps people find their keys and other lost items in record time, making it easier to get out the door on busy mornings. We’ve got a working prototype and now we’re looking to raise funds to go into large-scale production. We’ve got some new team members on board with extensive manufacturing experience and supply chain expertise, so we’re hoping to get to market in the next six months.”



Examples

The to-the-point

“Hi, I’m [NAME], the founder of Merchant Machine. We make it easy to say ‘thank you’ at work. Merchant Machine helps small businesses quickly and easily save money on their credit card processing costs by comparing the leading options in the market. It’s completely free to the end user, there are no obligations and takes just one minute to do. Can we set up a time to chat tomorrow?”

Reference

- UC Davis, 2021, The 30 Second Elevator Speech, accessed 26 August 2021, <http://sfp.ucdavis.edu/files/163926.pdf>
- Clear Voice, 2021, 5 Inspiring Elevator Pitch Examples for Entrepreneurs, accessed 26 August 2021, <https://www.clearvoice.com/blog/entrepreneur-elevator-pitch-examples/>
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