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You meet someone for the first time, or you get a prospect on the phone and you are asked, “Who are you, and what do you do?”. This is the time for the “**elevator speech**”. There is much written about the importance of this little bit of CRITICAL information, but nobody tells you how to write it. Here you go! Read this article, and get to work.

Phil Beakes

### **Three Steps to a Killer Elevator Speech**

Researchers say we have about **20 seconds** to introduce ourselves and answer the question, “So, what do you do?”, before someone loses interest. This is called the “Elevator Speech”; concise and meaningful.....to the **other person**. In my experience, **you have only about 8-12 seconds!**

How about a real-life example?

You are prospecting and the unthinkable happens.... the prospect answers the phone! She realizes she is a prospect, and asks.....” Who are you, and what are you selling?” The moment of truth!

You introduce yourself, your offering, your firm, your products and programs, looking for an appointment! The pressure is on because you must create interest before they say “How nice for you”, and hang up; either through some powerful objection, or LITERALLY!

You will know in your intuitive gut that you have talked too long, and you can feel the resistance from the prospect who **never heard** the one thing they were listening for, and never got.....” What’s in it for ME?”.

There are THREE critical components to an effective Elevator Speech. And that’s it!

1. **Who are you?**

Give them your name, the firm you work with, and MAYBE some special program or specialized service you provide (if it can be done in a few words). Here is an example:

*“I am Angie Smith; a Producer at Omnisure, specializing in Employee Benefits”*

2. **Who do you serve?**

Here you need to be as specific as possible. Remember that “If you are selling to everyone, you are selling to nobody”. Describe EXACTLY what you want to attract. A great marketing plan has two objectives; attract those you want, and to detract those you do not. Here is an example:

*“I serve manufacturing companies with an average of 100 employees, who are looking for an insurance partner to join their team.”*

3. **What is the powerful transformation they get? (What’s in it for me?!)**

This is the “Benefit Statement” that drives the interest. Everything before this is just noise to the prospect; **this is the beef**. If you do NOT know how to answer this one, ask your favorite clients why they buy from you, and you will know. (Call me if you don’t know how to do this.) Here is an example:

*“They save money, and as part of their management team I take the Employee Benefits issues off their desk giving them back time and energy to create ways to grow their business.”*

Reading these three sentences combined, see that we have addressed the three key issues, and by my count, have done so in about 12 seconds.

Write your speech, read it over and over making changes making it shorter and conversational. PRACTICE at least 30 times; and do “low risk practice” with a teammate. What will feel awkward at first, will become natural, and effective.

Watch your confidence jump as you know EXACTLY how to answer the question, “Who are you and what do you do?”, more powerfully than ever before.

Good Hunting!

#### Upcoming Events

"Accelerated Producer Intensive" Producer boot camp.

\_"Send me your rookies and I'll send you back a warrior"

Camps being set up in Orange and San Diego Counties - contact Phil directly for details

"Strategy Sessions"

Please call for a 20 minute, no obligation appointment to talk about your world. A great chance to share insights, and solutions.

Set up a no-obligation appointment at <http://calendly.com/philbeakes>

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