Elevator Pitches
Or
Please Listen To Me!

BCONNECTEDWORLD

Who Am I?

Professional Problem Solver
Super Connector
Professional Networker
Career Salesman

BCONNECTEDWORLD

We Will Cover

What Is an Elevator Pitch?

Why Are They So Important?

How Do I Create One?

What Do You Do?

Yes, The Dreaded
Audience Participation!!

BConnectedWorld

What Is An Elevator Pitch?

It's a 30-second memorable description of what you do and/or what you sell.

The goal is to earn a second conversation, not to convince the person you're talking to they should hire you or buy your solution.

An elevator pitch is never an opportunity to close a deal.

It's an opportunity to close more of your prospect's attention and time.

It's a quick introduction to you, your company, and how you can help your prospect.

BCONNECTEDWORLD

Good Pitch

Great to meet you, I'm Kelly with Apollo Enterprises. We've been able to improve productivity and collaboration for teams all over the world. If you ever need help with project management, just reach out. I think we could make a huge impact on your company. I'll make sure to keep your contact information handy as well.

BConnectedWorld

Bad Pitch

*"Hi, I'm Joe Neely–I'm here to tell you all about
the best drones ever constructed.
The U.S. military has nothing on our sUAS and UAV options.
With DroneClip, the world's greatest corporation, you'll be flying over the sky
in your own battle robot–which also clips alpaca hair!
If you're flying, you're flying with DroneClip–
and winning the battle against hand-shears!"*

Why Are They So Important?

The 5 Marketing Essentials

1. Your Avatar
2. Customer Avatar
3. Your Networks
4. Engagement Plan
5. Re Engagement Systems

BCONNECTED WORLD

How Do I Create One?

1. Identify The Goal
2. Explain What You Do. (Not Who You Are)
3. Communicate You USP.
4. Engage With A Question
5. Put It All Together
6. Practice, Practice, Practice!

1.Identify Your Goal

Start by thinking about the objective of your pitch.
For instance, do you want to tell potential clients about your organization?
Do you have a great new product idea that you want to pitch to an executive?
Or do you want a simple and engaging speech to explain what you do for a living?

BCONNECTEDWORLD

2. Explain What You Do

Start your pitch by describing what your organization does.
Focus on the problems that you solve and how you help people.
If you can, add information or a statistic that shows the value in what you do.

NOT WHO YOU ARE!!

3. Communicate Your USP.

Your elevator pitch also needs to communicate your **unique selling proposition** , or USP.

Identify what makes you, your organization, or your idea, unique.

You'll want to communicate your USP after you've talked about what you do.

4. Engage With a Question.

After you communicate your USP, you need to engage your audience.
To do this, prepare open-ended questions (questions that can't be answered with a "yes" or "no" answer) to involve them in the conversation.
Make sure that you're able to answer any questions that might come back at you, too.

Example:
"So, how does your organization handle the training of new people?"

5. Put It All Together

When you've completed each section of your pitch, put it all together.

Then, read it aloud and time how long it takes. It should be no longer than 20-30 seconds. Otherwise, you risk losing the person's interest, or monopolizing the conversation.

Try to cut out anything that doesn't absolutely need to be there. Remember, your pitch needs to be snappy and compelling, so the shorter it is, the better!

BCONNECTEDWORLD

6. Practice

Like anything else, practice makes perfect.
Remember, **how** you communicate is just as important as **what** you say.
If you don't practice, it's likely that you'll talk too fast, sound unnatural, or forget important elements of your pitch.

Any Volunteers

Questions?

BCONNECTED**W**ORLD

Jason Walmsley
Info@nei.net.au
0451 601 969

Guest Offer.

Come along to Two Bconnected Networking Events for Free.

Grab A Guest Pass at:

www.bconnected.world