

## BUS210—ELEVATOR SPEECH ASSIGNMENT

Instructions: Watch these three videos and then take the quiz: [Elevator Pitch #1](#), [Elevator Pitch #2](#), [Elevator Pitch #3](#). If you need a refresher on the qualities of this speech type, refer to [Chapter 1: Presentations to Persuade](#) in Scott McLean's *Business Communication for Success* and/or to Dr. Ralph Accetta's iTunes podcast "[The Elevator Pitch.](#)" For accuracy, you may also want to refer to the transcripts for each pitch, which can be found on page 3 of this assignment.

1. Describe the "hook" used in each pitch.

Elevator Pitch #1: \_\_\_\_\_  
Elevator Pitch #2: \_\_\_\_\_  
Elevator Pitch #3: \_\_\_\_\_

2. Dr. Ralph Accetta begins his podcast by explaining where the elevator pitch gets its name. Specifically, he makes the point that, with some audiences, you have very little time to "get them to do something that you want them to do...or at least to know about you." The first part of that statement is referred to as a call to action. Which of the three pitches include an explicit call to action?

- A. Elevator Pitch #1
- B. Elevator Pitch #2
- C. Elevator Pitch #3
- D. None of the pitches

3. A call to action can also be implicit, that is, implied rather than stated. One of the pitches includes an implicit call to action based on discontinuance, which Scott McLean identifies as "the speaker persuading the audience to stop doing something that they have been doing." Which pitch was it?

- A. Elevator Pitch #1
- B. Elevator Pitch #2
- C. Elevator Pitch #3
- D. All of the pitches

4. For each pitch, write an explicit call to action which exhibits the "next step" qualities Dr. Accetta describes.

Elevator Pitch #1: \_\_\_\_\_  
Elevator Pitch #2: \_\_\_\_\_  
Elevator Pitch #3: \_\_\_\_\_

5. Dr. Accetta emphasizes how important exhibiting confidence is when you present an elevator pitch. Of the three speakers, which was the least confident?

- A. Elevator Pitch #1
- B. Elevator Pitch #2
- C. Elevator Pitch #3
- D. All were equally confident

6. What verbal and/or nonverbal traits in the speakers influenced your answer for question 5?

Verbal traits: \_\_\_\_\_  
Nonverbal traits: \_\_\_\_\_



7. Do any of the pitches effectively answer the question of “Why you?,” which Dr. Accetta emphasizes as a necessary element in this type of speech? If so, which one?

- A. Elevator Pitch #1
- B. Elevator Pitch #2
- C. Elevator Pitch #3
- D. None of the pitches answers the “Why you?” question.

8. What would be another name for what Elevator Pitch #2 establishes by answering the “Why you?” question?

- A. comparative advantage
- B. competitive advantage
- C. marketing advantage
- D. advantage-driven pitch

9. Is the advantage described in Elevator Pitch #2 sustainable? If so, why? If not, why not?

- A. Yes, it is sustainable because the avoidance of robotic script readers, incorporation of full transparency, evidence of proven sales momentum, and existence of plenty of positive feedback are all the products of what the company did, not what occurred in its environment.
- B. No, because both sales momentum and positive feedback can change.
- C. Yes, because the company can remain in control of all of those traits, including making adjustments to sustain momentum and retain positive feedback.
- D. No, because other companies can also create or accomplish those things.

10. Dr. Accetta also emphasizes that a good elevator pitch gives its audience a reason to remember the speaker. Which of the sample speeches provide that reason?

- A. Elevator Pitch #1
- B. Elevator Pitch #2
- C. Elevator Pitch #3
- D. None of the pitches



## TRANSCRIPTS OF SAMPLE ELEVATOR PITCHES

### Elevator Pitch #1

Hi, I'm Helen and I'm one of the co-founders of Capture One. Web video is an explosive market to be in right now. And we're helping people take full advantage of what video can do to increase business. Having video on your website helps massively with your SEO. It, therefore, helps you increase your sales inquiries, and so, ultimately, is an essential marketing tool for any organization. What if, when people find you on the internet through your website, LinkedIn, Facebook and the like, you can come to life and they can actually get to know you? Whether this is a short introduction to your business, products and services, public demonstrations, customer testimonials or a 60-second pitch like the one you're watching now. Whether they can get to know, like and trust you. Think about it. You're going to stand way out from your competitor. Your video will tell a story and people love stories. Best of all, the sheer fact that you are using video will make you more likely to be found in the first place. It's really a no-brainer.

### Elevator Pitch #2

Hello, and welcome to *I am Telemarketing*. We help our clients obtain new customers by getting them in front of people they want to do business with. As a business, do you find it hard to put aside quality time to prospect new customers? Could valuable opportunities be missed because the general running of your business has to come first? If this rings true, then you need to consider utilizing our services. So how can we help? We're a team of experienced and passionate telemarketing professionals that will add genuine value to your company. We do not employ bored, robotic script readers. Every member of our team has their own personality that is conveyed over the phone. We give free call reporting on all projects, giving you full transparency of all our calls, so you have absolute faith in our abilities. All of our clients have found their sales momentum has dramatically increased. And please feel free to check out our feedback section on the website. So, if you're wondering how you would generate more sales this year, *I am Telemarketing* will give you the expertise and results you need. Please feel free to contact us for unbiased advice or just a friendly chat.

### Elevator Pitch #3

Hi, my name is Will Kintish, and what I do for a living is show you how to become a confident and effective networker. If you attend business events and you are normal, you have three basic fears: fear of failure, fear of rejection, and fear of the unknown. What I do is destroy all those fears. I show you how to walk into that room with your head held high, feeling really, really good about yourself. I help you to talk about the right things, about asking the right questions, and when you do spot a potential "ah-ha" moment, we show you how to follow up in a professional and confident manner. We also now show you how to use LinkedIn. Everybody is using LinkedIn and it's absolutely fantastic for making new contacts without cold calling. And, if you are increasing your team, we show you how to use LinkedIn for recruitment. My name is Will Kintish, and I've got three key websites: [kintish.co.uk](http://kintish.co.uk), [linkedintraining.co.uk](http://linkedintraining.co.uk), and finally, loads and loads of free videos on there, [kintish.tv](http://kintish.tv).

