

Creating a Solid Elevator Pitch

From *Lucky By Design*

Beth Goldstein



Think of your elevator pitch as a brief introduction of your company to somebody with whom you want to conduct business. Your challenge is to entice them to want to **continue the dialogue** begun in the proverbial elevator. Therefore, don't tell them everything about your company but just enough to **persuade** them to set up a **future** meeting. Your pitch should last no more than 1 minute and include:

- Your name, company name and your role in the organization
- A **brief** but compelling statement about your product's or service's value or benefit as it **relates** to this person or their company
- A concise description of your product/ service
- A statement that reinforces your **credibility** or demonstrates what **sets you apart**
- Your personal **energy** and **passion** for making this business succeed
- A **closing statement** that leads to a next step (i.e., future meeting)

Start at the End: What's Your Goal?

Before you create your pitch, consider what final impression you want to leave with this individual. Then customize the template below. Remember, you will need a unique elevator pitch for different types of business relationships (i.e., a prospect doesn't care about the same benefits that a potential investor does).

Hello, thank you for asking about my company. I'm _____ (your name), and I'm the _____ (title) for _____ (company). We offer _____ (value, competitive advantage or benefit) to _____ (target customers), like you, to meet or satisfy _____ (target customers' major want or need...this is a benefits statement).

We do this by _____ (product or service brief description).

We are respected in the industry because _____ (key client experience or your unique expertise that offers credibility).

We feel passionately about this because _____ (your passion, skills, beliefs and/or experience).

I'd love to learn more about your needs and provide you with more information about the benefits we offer our clients. Can I get your business card so we can set up a time to speak at your convenience?

About Beth Goldstein, Marketing Edge Consulting Group

www.m-edge.com

Author, consultant, trainer and founder of **Marketing Edge Consulting Group**, **Beth Goldstein** has empowered hundreds of entrepreneurs to successfully grow their companies. Beth helps companies gain an understanding of how their customers think, what they value and what influences their purchasing decisions then applies this knowledge to create targeted sales and marketing programs that drive revenue growth while increasing profitability and customer loyalty.

Her first book, *The Ultimate Small Business Marketing Toolkit* (McGraw-Hill) is used in 30+ cities around the U.S. to teach business owners the skills they need to accelerate growth. In her latest book, *Lucky By Design*, Beth exposes the dangers of underestimating your own ability to create powerful business opportunities. Beth offers new insights and practical advice as she details what it takes to 'get lucky' in business and shows you simple steps to **control the destiny of your business** and **design your own luck**.

In addition to running her consulting practice, Beth speaks nationally on small business growth issues and conducts business growth workshops and extensive business accelerator training programs. She teaches Entrepreneurial Sales and Marketing at the Boston University School of Management, runs the university's \$50K New Venture Competition, and serves as the Faculty Director for BU's nationally ranked Online Graduate Certificate in Entrepreneurship Program.

Beth has over 25 years of direct industry experience and holds an MBA from Boston University and a BA in economics and sociology from Brandeis University.

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