



Elevator Pitch

As we mentioned last week, we are about 100 days into the year, and **there's no time like right now to make sure you are on track to meet (and even exceed) your goals.** (See last week's Point by accessing our archived e-newsletters at www.corsini.com.) All our talk about pressing restart buttons makes me think about other kinds of buttons and the opportunities they present. I'm talking about elevator buttons and making the most of small talk in close quarters.

You're in an office-building elevator heading up, and the person next to you asks, "*So, what do you do?*" Your answer could just be casual conversation. Or, **if you answer strategically, it might lead to a new opportunity.**

This kind of strategic response is known as the "elevator pitch." An elevator pitch can be a brief, focused overview of an idea for a product, service or project, but, most times, it's about what you do for a living. As the name implies, **an elevator pitch is succinct enough that it can be delivered in the time span of an elevator ride from the bottom floor to the top floor in a typical building.**

But an elevator pitch, increasingly, has a place outside the confines of an elevator. **In today's frantic, fast-paced environment, there probably are numerous times when you have only 30 to 45 seconds to get someone's attention.** Be prepared! **Have a short, concise speech ready that immediately grabs attention and says a lot in a few words.** And remember, since sometimes we get the what-do-you-do question when we least expect it, we should be able to answer instantly and automatically.

The key is saying a lot with as few words as possible. Replies like "*I'm in sales*" or "*I'm an engineer*" or "*I'm an accountant*" aren't enough. Even if you are a little more specific and say, "*I'm in commercial real estate,*" you still aren't saying something that is particularly compelling. It won't stimulate dialogue—let alone generate interest. All it does is pigeonhole you into a stereotype, and that might just end the conversation before it ever begins.

To start your elevator pitch, **think about and determine how you are unique.** What makes you different? What makes you better than others in your market? What's your niche? **What problems do you help your clients solve? What opportunities do you offer?** What's a short story or vignette that illustrates a successful outcome that you have produced?

In Chris O'Leary's book *Elevator Pitch Essentials*, he offers The Nine C's of an Effective Elevator Pitch—**Concise, Clear,**

QUOTE OF THE WEEK

*"A wise man
will make more
opportunities
than he finds."*

— Francis Bacon

DOWNLOAD THIS POINT

ARCHIVES OF POINTS

SUBSCRIBE

UNSUBSCRIBE



Corsini Consulting Group, LLC

6 Office Park Circle,
Suite 309
Birmingham, AL
35223-2542
(205) 879-0432
marc@corsini.com
www.corsini.com

Copyright 2009
by Marc A. Corsini

Material may be reproduced
with credit to Marc A. Corsini

If you have received this email in error or if you no longer wish to receive it, please email admin@corsini.com to be removed from our mailing list. We apologize for any inconvenience.

Compelling, Credible, Conceptual (big picture), **Concrete** (tangible), **Consistent, Customized** and **Conversational**.

With these attributes in mind, here are some examples of successful elevator pitches:

"I'm Bill Cowser. I give credit where credit is due. I'm a commercial lender to entrepreneurial companies in the Birmingham area, and I work at Fifth Commercial Trust. Have you banked with us before?"

"Hello, I'm Marc Corsini. I help companies do what they do better. Most of my clients are privately-held, and I work with their executives, professionals and salespeople to increase sales and improve profits and productivity through business coaching and strategic planning. I offer a whole-life approach to coaching. Have you ever worked with a business coach?"

"My clients tell me I'm a money man with a plan. I make sure their money keeps flowing when their income stops. Somewhere along the line, for one reason or another, each of us will no longer be working. My plans ensure that individuals and their families are financially prepared for that day. I'm Mike Carson with CAH Investment Services."

So are you ready to start something new with only a sentence or two? You should be. You never know where it might take you.

CORSINI'S POINT

We're continuing our Point about restarting aspects of life by making sure you can get your own point across to anyone you meet. Craft an effective "elevator pitch." Go ahead, and take time this week to do it. Make sure you illustrate your uniqueness. Demonstrate *exactly* how you are better than others in your field. Tell people who you are—not just what you do. Be creative. Have some fun. Let your answer take you somewhere other than just to the next floor.

Do What You Do Better™ with Corsini Classroom

Enroll now in Corsini Classroom's "Leadership & Communication Development in Challenging Times" program. This twice-monthly program, based on the Toastmasters International model, features guest business speakers and timely topics. Sessions are 7:30 – 9:00 a.m. on the second and fourth Tuesdays of each month, beginning in May. The investment is \$99 per month for both sessions. As always, **we offer a 100% money-back guarantee.**

Come to a demo session from 7:30 – 9:00 a.m on Tuesday, April 14 at the classroom at Cobbs, Allen & Hall, Inc. The first organizational meeting is set for Tuesday, April 28 at CAH. **Both of these initial sessions are free and offer an overview of the program.**

The \$99-per-month program (again, for two sessions each month) officially begins in May. Let us know if you'd like to sign up or visit one of the sessions in April. Contact Marc Corsini at marc@corsini.com or call him at (205) 879-0432.