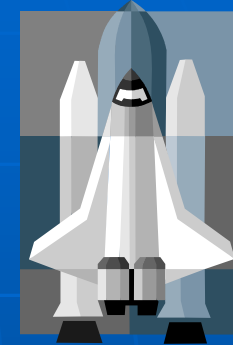


EFFECTIVE BUSINESS PLANNING SERIES:



GIVING A LIFT TO YOUR ELEVATOR SPEECH

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JAuer Consulting Enterprises

GIVING A LIFT TO YOUR ELEVATOR SPEECH

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■ SCENARIO

- You, the consultant, are in an elevator, or a short retail line
- You overhear a conversation between 2 business leaders
- 1 leader describes a problem in his/her company, and wistfully wishes someone had a solution
- The problem area aligns with your consulting expertise.
- An opportunity has presented itself! BUT...
- You have just 60-90 seconds before the conversing leaders depart your presence



- How do you capitalize on the opportunity??



■ ...THE ELEVATOR SPEECH

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■ WHAT IT IS NOT

- An exposition of your *curriculum vitae*
- A sales pitch (pitch-man style)
- A song-and-dance act
- A Muhammed Ali proclamation
 - ("I am the greatest...")
- A begging or pleading for acceptance
 - ("Please use me, I gotta have this gig!")

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■ WHAT IT IS

- A prospective opportunity for a potential contract
- Focused and foundationally prepared
- Clear, concise, accurate, truthful and relevant
- TOTALLY customer-/client-centric
- A sales pitch
 - An unequivocal “proof” how your expertise can help with his/her problem
 - (Get him/her to say YES to further inquiry on how you can help)

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- 3 Elements of Effective Presentations to Incorporate:
 - Tell 'em what you're going to tell 'em
 - TELL 'EM
 - Tell 'em what you told 'em
- REINFORCEMENT BEGETS REMEMBRANCE

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- EVERYTHING YOU SAY SHOULD BE GEARED TOWARDS...
- ...WHAT'S IN IN FOR HIM/HER!
 - A solution
 - A cost-effective solution
 - A time-focused solution

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- **INTRODUCE YOURSELF, YOUR BUSINESS AND THAT YOU MAY BE ABLE TO SOLVE HIS/HER PROBLEM:**
 - (This is the “Tell ‘em what you’re going to tell ‘em phase)

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- Use the “So what” methodology on every skill or capability you present
- During your speech preparation:
 - State a skill or capability
 - Then ask, “So what?”
 - If the statement does not DIRECTLY contribute to client benefit or solution, it is either
 - Irrelevant and should be discarded, or
 - Weakly stated and should be rephrased

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- Make your speech RESULTS-driven
 - Company leaders look for results
 - In presenting your vitae, present them by the results they accomplished
 - (Remember: "So what?" and client-centric)
 - They are a definite indicator of what "may be in it for him/her"
 - Try to include cost and schedule benefits with the technical

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- 3 key “MUSTS” to an effective speech:
 - REHEARSE
 - REHEARSE
 - REHEARSE SOME MORE
- Develop a core version of your speech that you can simply and extemporaneously adapt to the current scenario

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- If you have a good multi-disciplined network, offer another carrot:
 - If the problem is outside your scope, offer to help find (via your network) an appropriate solution provider
- Offer your business card and request his/her contact info (business card)
- Be proactive in offering to follow-up with additional discussions, near term, to define a path to solution
- **KEEP YOUR COMMITMENT** with that follow-up

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- RE-STATE YOURSELF AND YOUR BUSINESS AND REITERATE THAT YOU MAY BE ABLE TO SOLVE HIS/HER PROBLEM:
 - (This is the "Tell 'em what you told 'em phase)

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In Conclusion

- The elevator speech is an opportunity
- Be client-centric and results-oriented
- Reinforce for remembrance
- Rehearse, rehearse, rehearse
- Keep commitments and follow-up
- Apply these techniques to...



...stay ON TARGET and WIN!

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- This presentation will be available in .pdf form within 2 weeks at

<http://ewh.ieee.org/r4/chicago/cn>