

## The Elevator Speech

Have you ever been in an elevator or any other place for that matter and run into a prospect you have been dying to talk to for years? And everything that comes out of your mouth seems to make no sense of all? You walk away thinking you blew a perfect opportunity. Everyone gets tongue tied once in a while, but if you are prepared for the unexpected this type of thing can happen a lot less or not at all.

Really, all you needed was your elevator speech. It is basically a very stripped down version of what you would want to tell someone about your company when you have a very brief period of time to get your point across. I have been approach by people many times and when they start to tell me about their company, it either does not make sense or is not compelling.

Everyone should work on getting this small but important speech committed to memory. Here is an example of my company elevator speech: "Advantage Payroll is the one of the largest privately held payroll, human resources and time and attendance companies; we focus on saving you time, energy and money while streamlining your internal processes"

So here are some points to concentrate on while building your own elevator speech:

- *Keep it short, but powerful.* It can't be 15 sentences long for a few reasons. Most importantly you need to be able to say it and not sound like a robot.
- *Be clear about your strengths.* Mention a few impactful reasons someone would ever want to pursue doing business with you.
- *Change it if it is not working.* Don't be proud...if you are not getting a positive reaction or people look at you like your kooky...ask a friend or associate for help. For that matter, call me and I'll help.