



Connection Pros

Title – Delivering Your Elevator Speech, Part 2

In last month's column, I started discussing a few simple tips on how to best deliver a powerful elevator speech when you're standing in front of a group of people. You typically have the opportunity to do this at a Chamber of Commerce event, leads group, or other connection events.

Standing up in front of a large group of people and delivering your elevator speech can be a daunting task for just about anyone. As you know, speaking in public is one of the greatest fears most people experience. By following these four easy-to-apply tips, you'll start feeling more comfortable, more confident, and experience more success than you ever thought was possible.

- No addresses and phone numbers or e-mail addresses- When you attend a function where people are reciting their elevator speeches, do you ever hold a pen and take notes as the elevator speeches are being delivered? My guess is your answer is no. Most people that listen to elevator speeches do not typically take notes. If this is the case, it doesn't make much sense for you to tell people your phone number, address, major cross streets, e-mail address, web site address, etc. Very few people will ever remember this type of information and all it does is take up some of your valuable 30 seconds. Also, I'm assuming that most of you carry business cards with you. It's probably a good guess that all your contact information is on your business card. If your elevator speech is captivating enough, people will come up to you, talk to you, and ask for one of your cards.
- No industry buzzwords – Many of you work for companies where there is lots of industry jargon spoken in your company. In your corporate world, all these words are commonplace and everybody understands exactly what they mean. Unfortunately, outside of your corporate world, many people will not understand what a lot of this jargon means. This is the reason why you must make sure that your elevator speech contains no industry jargon or buzzwords. If people don't understand the words they you're using in your elevator speech, how can you expect them to approach you and ask for more information? Very few people are confident enough to walk up to you and ask you to explain some of the words you used.
- No multiple businesses - Did you know that almost 70% of the people in this country have some sort of part-time business on the side? This creates a real challenge when it comes to developing a powerful elevator speech. Most people will attempt to mention both of their businesses in one thirty-second introduction. The challenge this creates is that people have a hard enough time understanding one of the businesses with which you are involved. How can you expect them to try to remember both of the businesses? I used to say that the only exception to this rule was if both of your businesses totally complemented each other. However, even if your businesses do complement each other, always make sure that you mention only one business at a time so people will be able to remember at least one of your businesses.
- No prices - of all the tips that I've given regarding elevator speeches, this one has caused the most debate. I am a strong believer that you should not talk about prices or even mention anything about price when you are delivering your elevator speech. If you mention prices during your introduction, you are encouraging people to make a value judgment about your product or service based on little to no information. It's very seldom that someone will ever run up to you after you've delivered your elevator speech and say "OH MY GOSH, WHAT A GREAT PRICE, HERE'S MY CHECK!" Save the pricing information until you've created more of a connection with the people with whom you are talking. The only exception to this rule would be if you are running a one-time special and that is the only feature you were looking to promote during your elevator speech. For example, I have a special price for people that purchase both of my first two books. Many times, I will mention this special in my elevator speech because it's normally a limited time offer and that's the only message I'm trying to convey to my audience.

These are just a few of the many tips and suggestions you can use to enjoy more success when delivering your elevator speech in front of a group of people. For those of you who would like to learn more ways to develop a powerful elevator



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speech, my latest book, [Elevating Your Elevator Speech, a powerful way to answer the question what do you do](#), is now available on my web site. Please go to www.ConnectionPros.com to get your copy today. See you next month.