

Titan is an international branding and design company that provides clients with the full spectrum of branding and creative design services.

הצטרף לרשימת הלקוחות שלנו



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THE ELEVATOR PITCH – What? Why? And HOW?

What is an ELEVATOR PITCH?

Your elevator pitch is what you say to people when they ask:

“And what do you do?”

It can be the 30 second intro to your sales presentation, or it can become the essence of your homepage. It is a pre-prepared answer that explains concisely – who you are, what you do, and why you are different/better than the competition.

The idea is that your pitch grabs your listeners attention and focuses them as to what you're about to explain and WHY it's going to be of interest to them.

Why So Short?

People today have little time, and even less patience. If you can't grab their attention in just a few sentences – you've lost them.

Creating and Delivering Your Elevator Pitch

There are four questions that make up the essence and basic content of your pitch:

1. What is my product /service, or what does my company DO?
2. What problem do I solve (or what demand do I meet)?
3. How am I different?
4. Why should you care? (How is this relevant to your audience?)

Things to Consider In Answering These Questions:

1. Getting people's attention
2. Don't Make Them Think Too Hard – KISS
3. Describe the company's most significant advantages
4. Establish Credibility

1. Getting people's attention

Remember: The people you're presenting to are first and foremost: PEOPLE. This means they get tired, bored and distracted, unfortunately, rather quickly.

Be interesting - Use facts, give examples:

In the last 18 months in China alone, internet use grew by over 100 million consumers who have no credit mechanism for buying online...

These are fascinating statistics from a business perspective.

Be expressive - Say it like you believe it. If you aren't excited about what you do, there's no reason anyone else should be either.

Help them identify - tell a personal story, or describe an event

The idea for our product came about when our GM was traveling around Africa....

2. Don't make them think too hard – KISS

Don't let the suspense kill the message. This is not supposed to be a suspense thriller – just tell them what you do and why you're good. Forget the build-up, if they want a thrill, they'll go to a movie.

A simplistic description will keep people's attention and the rest of the pitch will make sense.

ABC has created an online bank where people can deposit money and make internet purchases

Be Clear - Use language that everyone understands. This is not the place to try to sound intelligent.

Be Visual – Tell a story (A short story!) or use words that create a visual image in your listeners mind. This will make your message memorable. If people are using your solution, describe how it has helped them.

Most important: No Science & No Technology in the elevator! Your pitch should be clear and understandable to anyone and everyone.

3. Describe the company's most significant advantages

Know this: In the few seconds you have, your listeners will be asking themselves: What's in it for me? (It's a selfish world we live in...)

If you have several advantages to present, choose the two most relevant to those standing before you. You will have the chance to expand on the other advantages later.

4. Establish Credibility. Name Dropping Allowed

Finally, you will want to make sure your audience knows you are professional and credible. This is where you get to mention key clients or partners, and successes you have enjoyed.

Quick Tips:

1. Introduce yourself – use both names, unless you have a uniquely memorable name.
2. Continue the conversation - if you finished speaking and the person is still standing there, ask them open questions that will help them understand how much they too need your product.
3. Test your pitch - Find a few people that will listen and practice. Listen to their feedback.
4. Adapt to the situation - You don't give your elevator pitch in a vacuum. It's always part of a conversation. Your conversation partner may have already told you what their needs are – if you were listening you may be able to answer them directly. If you don't know what they are, keep your pitch general and let them lead through questions.
5. Write & re-write, then practice, practice, practice. Keep going over your pitch, don't be scared to modify it to suite your growing company, changing audience and developing product. You will only make it better.

הכותבת היא קופירייטרי, ומתמחה בכתיבה שיווקית באנגלית ומעבירה סדנאות על הכנת 'נאום המעלית'. היא הבעלים של חברת Write it Right (<http://www.writeitright.co.il>) המתמחה בהעברת מסרים שיווקיים באנגלית בכתב ובעל פה.



אנו שמחים למתג את הכנס הקרוב של מרקומול אשר יעסוק במיתוג

marco mall

08/12/2011

לקוחות טיטאן זכאים להנחה מיוחדת ולהשתתף בכנס בעלות של 120 ש"ח במקום 199 ש"ח כולל מע"מ.

- נא לציין שהגעיתם דרך חברת טיטאן בעת ההזמנה.



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