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Develop a POWERFUL 30-Second Elevator Speech That Could Double Your Business

By Alan Boyer

First let me tell you what NOT to do. Don't talk about you, don't talk about your products. In as short a statement as possible tell them the measurable results you deliver, and who you deliver them to. Then shut up.

Don't try to tell them EVERYTHING in one breath. Tell them something that is so powerfully grabbing that they just have to ask you for more, and even then when you respond keep it short, keep them asking for more. So, how do you do that?

Here is an exercise I do with all of my clients that usually changes not only how they present themselves, but often it goes so deep that it changes their vision of who and what they are as an entire business.

Take out a sheet of paper and create 4 columns. Consider this activity as brainstorming, a work in progress, that will continually change not only as you work your way through it this time, but should get you thinking so that you will continually come back to the worksheet to make the answers better and better over the next few weeks. So, for your first pass, don't worry about getting "the perfect" answer, just get something down on paper to start the thinking process. You'll come back later and make it better and better.

o The first column, far left. Products, services and/or features. List your products, services and/or features down this column. For most people this has been what you have been telling the world that you do or sell. It's going to change, believe me. List each and every one.

o The 2nd column to the right. Benefits, why buy the product? For every item in the column to the left, directly across from each one write what the benefit of buying that product is. Think more in terms of bottom-line results. After you have written down why someone should buy the product ask yourself why someone would even want whatever it was you wrote down there. Keep asking your self why, why, why until you've gotten down to the real bottom-line of why someone should buy your product.

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o The 3rd column. Why buy the product from me? For most of my clients there is someone just like them on every street corner. Just imagine that you are standing on a street corner with hundreds of other people. They all are wearing the same clothes, same height, same skin color, same hair color. You'll be lost in that crowd. Your job now is to find what makes you so different that you will be "the first" person seen when a stranger walks up to that crowd. And, eventually we'll want people to come to THAT street corner looking for just you.

At this point, take your best shot as to why someone should want to buy from you. Again, this had better be about results that someone will get from YOU. Just get something down. Then ask yourself why would someone want this and keep asking why this over and over until you've gotten the right answer. After we've answered the question in the fourth column, you'll probably come back and change this or make it even better.

Caution: Don't make your advantage about price, that is a losing proposition under almost any condition, you've got to find something better than that. In fact that is likely to make you like most of the

others on that street corner.

o The 4th column. Measurable results. This is where the rubber meets the road and where you will find the most powerful statement for your marketing, and for your 30-second elevators speech. Looking back at the benefits of the product, and the advantages of working with you, turn both of them into measurable results (not activities RESULTS).

This is when I hear the grumbling from a client. "You mean I have to tell someone exactly what result they will get from buying my product? You're asking for an awful lot. I just can't guarantee the results people will get from buying the product. Yes, this requires a commitment. A commitment to do exactly what you said you'd do. A commitment that many are not willing to commit to. If you can't come up with an answer, you're in the wrong business. If you can, you will be the first person that anyone sees in that crowd on the street corner. Consider the measurements and how you will present them. Write down some measurable results: average, maximum, minimum. You can state a fact that a customer typically gets ____, or, you guarantee a minimum result of _____, etc. The first part of this is stating very clearly what you have done, what you will do, or what you'll guarantee. Making your results measurable gives a very visual perceived value for what you do. People buy you or your product based on the value they perceive you will deliver, so help them find that value and make it so visual that they don't have to guess. No one else on that street corner is doing that. They have been selling a product, a service, or if they have sold a benefit it has been vague. You will stand out, your sales will catapult. It wouldn't hurt to go back to "Why buy the product?" and "Why buy it from me?" and revise it. Usually once I've forced a client to come up with those measurements, the benefits of the product, and even the benefits of working with them start changing. So, review, change, and go through it again. Get out there and use it. Over the next few weeks keep looking for the ideal measurement, and come back to revise over and over. It'll keep getting better. When I give my 30-second introduction at a chamber event, or other meeting, I will have people run up to me after the meeting. How do you do that? You can't really do that can you? I even have people weeks later who see me around town run up to me to ask me about what I said. My elevator speech is: About 80% of my small business clients double in 3-4 weeks. Would you like to double yours? I work with struggling businesses to help them stop struggling

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in weeks, and multiply their business. I take them by the hand to guide them through that maze of obstacles that have been holding them back, to help them find the breakthroughs that catapult them to unseen levels. What are your obstacles? Don't hesitate to play with what you say at networking events. Try it one way and watch the results. If you are a BNI member, or a chamber member, those are ideal places to try this out. Measure the results of your elevator speech by

- The noise level of the room after you say it
- How many people approach you after the meeting
- How many approach you whenever they see you in the future. Change the words just a little at different meetings. Keep track of the ones that work the best, and watch your business grow over the next few weeks. It will change your business in more ways than just this. You'll probably change your vision about who you are or who you can become.

Alan Boyer, CEO of The Leader's Perspective, LLC is one of the world's leading sales trainers & breakthrough specialists.

With over 35 years of business experience, he has catapulted businesses lightyears ahead in weeks. Some double, some jump 10 times.

He helps companies worldwide reach further than they EVER thought possible FASTER

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Raise Your Elevator Speech To The Top Floor With Powerful Emotions

By Michael Clark

If your elevator speech sparks a buyer's curiosity, it's only doing half the job. Your elevator speech should not only spark curiosity but also awaken powerful emotions. Small business owners can learn success from the Madison Avenue and branding experts about how to design advertisements and messages that drive consumers to feel and act upon their emotions.

While networking with other business leaders, I'm often surprised at how few utilize these techniques to their advantage. Below are a few examples of how to spark curiosity, make customers feel great and grow your business.

Here's a tagline, "We develop lasers that will cut your waste 20%." Sounds good; everyone loves saving. That should work, right? Not necessarily. Savings alone isn't enough. What if your competitor is telling prospects, "Our lasers cut your waste by 20% and that's the difference between staying in business or leading your industry." By adding the emotionally packed difference, the impact is doubled and takes the job away from you. Your competitor's "industry leading" emotional pitch demonstrates to prospects how the savings benefit will make them feel. Utilizing emotions constructively can be a real key to increasing sales.

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One executive organizer I know claims in her elevator speech that she gives executives an extra hour each day. That's great, but think how much more effective her pitch would be if she added an emotional component to it. Let's say she's talking to an executive who obviously works out regularly and she says to him, "With that extra hour, you can work out, stay fit, and not feel guilty about the time you are taking away from your family." She just tied together an ego boost for working out and family pride. Surely that will earn her additional sales.

You've probably heard a lot about selling by benefits instead of features. Combining inspiring and thought-provoking emotions with exceptional benefits moves your message from the bottom floor up to the Trump Tower level. Here's an example of combining an emotion that goes along with a benefit. If you're selling a man on a dozen red roses, which is the more powerful selling statement? "Women love roses. You can't go wrong with them." Or, "Send a dozen of these to your wife at her office and all the other women will be envious. Your wife will love you for boosting her watercooler esteem." The second message ties in two very strong emotions, pride and love, and makes the buyer eager to receive the benefits.

In order to find the emotions to power your elevator speech, analyze your products' benefits and find at least three strong emotions that you can bond to each one. Practice different ways to utilize these emotions in your pitch. And keep it positive! Fear is old school.

If you follow the steps outlined above, I guarantee you'll profit by setting more meetings and receiving additional sales. Won't it feel good to be the one relaxing on a tropical beach enjoying the benefits?

Michael Clark

Business consultant and professional speaker Michael Clark has been helping businesses including Fortune 500 companies such as IBM and Cellular One succeed for over 20 years. For more small business success articles, go to

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