

Your 30 Second Elevator Pitch

Done right, this short speech helps you introduce yourself to business connections in a compelling way. It can help you build your network, create leads, or connect with new colleagues.

Your elevator speech should be brief. Restrict the speech to 30-45 seconds. You don't need to include your entire work history and career objectives. Your pitch should be a short recap of who you are and what you do.

You need to be persuasive. Even though it's a short pitch, your elevator speech should be compelling enough to spark the listener's interest in your idea, organization, or background.

Share your skills. Your elevator pitch should explain who you are and what qualifications and skills you have. Try to focus on assets that add value in many situations. This is your chance to brag a bit—avoid sounding boastful, but do share what you bring to the table.

Grab their attention with a hook. Pull in your audience with an exciting story about a customer or event. Or offer up a fascinating fact or statistic about the product. Give a real example of how you have helped a recent client. Tell your audience how your business is different from the competition. An attention-grabbing hook keeps people engaged with what you're saying.

Consider creating a Tagline if you don't already have one. This is a great idea for brand awareness and consistency. Use your tagline as often as you can.

Know your audience and speak to them. Keep it simple and focused.

Don't speak too fast. Yes, you only have a short time to convey a lot of information. But don't try to fix this dilemma by speaking quickly. This will only make it hard for listeners to absorb your message.

Avoid rambling. This is why it's so important to practice your elevator speech. While you don't want to over-rehearse, and subsequently sound stilted, you also don't want to have unfocused or unclear sentences in your pitch, or get off-track.

Don't frown or speak in a monotone way. Here's one of the downsides to rehearsing: it can leave you more focused on remembering the exact words you want to use, and less on how you're conveying them through your body language and tone. Try to look up most of the time, project your voice, Keep your energy level high, confident, and enthusiastic.

Don't limit yourself to a single elevator pitch. Prepare several pitches and practice using them. Have several different hooks prepared and rehearsed and add to your list of hooks as you gain additional feedback.

Practice, practice, practice. The best way to feel comfortable about giving an elevator speech is to practice it until the speed and “pitch” come naturally, without sounding robotic. You will get used to varying the conversation as you practice doing so. The more you practice, the easier it will be to deliver it.

Examples:

"I'm a sales rep at Better Than the Rest Cable. We help hotels across the U.S. pair with the perfect cable provider and plan for their region and needs. With regional experts assigned to each account, we help hotels identify the most cost-effective and guest-delighting cable plan for them. On average, we're able to save hotels up to 25% on their annual cable bills. Reach out to me for your savings – Bob with Better Than the Rest Cable"

“Siena - A new customer of ours used to spend 30 minutes per day manually creating reports. Now that she uses AnswerASAP, that's gone down to four minutes. She's making twice as many reports in less time. Our tool helps marketers like Siena answer any question on their mind nearly instantly. If you're curious, I can explain more. Rachel with AnswerASAP”

“My name is Sarah, and I run CDX Trucking Company. It's a family-owned business, and we think the personal touch makes a big difference to our customers. Not only do we guarantee on-time delivery, but my father and I personally answer the phones. Call CDX where On-Time Delivery is the Priority.”