



Commentaries and Insights from Allawos & Company

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“The 30 second elevator pitch”

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An elevator speech is a clear, brief message or “commercial” about you and your company. It communicates who you and your company are, what you’re looking for and how you and your company can benefit your potential client, company or organization.

An elevator pitch should not contain intricate details of the business. The goal is to get the audience to understand what the business is about and what it can do for them. The purpose of an elevator pitch is not to close a deal or a sale; rather, it's to interest the audience in continuing to talk.

The pitch is typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator. (The idea behind having an elevator speech is that you are prepared to share this information with anyone, at any time, even in an elevator.)




An elevator pitch should hook the audience within the first sentence. Keep it fresh and updated. As the market changes, your business will evolve as well. Discuss what sets you apart from the competition and how your business stays relevant. Instead of discussing the ideas behind your business, discuss concrete examples of your accomplishments. It's important to stress the successes of your business and show the confidence you have in your skills. Leave out technical or statistical terminology, your audience doesn't want to hear jargon or numbers.

It is important to have your speech memorized and practiced. Rehearse your 30 second elevator speech with a friend or in front of a mirror. The important thing is to practice it OUT LOUD. You want it to sound natural.



Get comfortable with what you have to say so you can breeze through it when the time comes.

This elevator speech is:

-  No longer than 25 to 30 seconds
-  Approximately 80 to 90 words
-  8 to 10 sentences

Remember to be:



Concise

Keep the pitch succinct and clear, with as few words as possible.



Clear

An effective elevator pitch should be understood by a layman, rather than being filled with acronyms and industry terminology.



Compelling

What problem does your business solve? What can you do for your target audience?



Credible

Spell out what makes you qualified to do what you do without using buzzwords like "outside the box" or "synergy." Using credibility-driven words like "certified" will help sell you.



Conceptual

The pitch should stay at a high level and not go into too many details.



Concrete

While high level, the pitch should also be tangible and easily grasped.



Customized

Every target audience is different. The pitch should reflect those differences.



Consistent

No matter how many versions you may have of your pitch, they should all convey the same basic message.



Conversational

The idea of an elevator pitch is to start the conversation and hook your target. Keep it casual and don't try to close a deal in the pitch.

WHO (ABOUT YOU/COMPANY)

1. Smile to your counterpart, and open with a statement or question that grabs attention: a hook that prompt your listener to ask questions.
2. Tell who you are: describe you and your company.
3. Tell what you do and show enthusiasm.

WHERE

4. Where are your office(s)?
5. What is your geographical area of operation?

WHAT

6. Tell what problems have solved or contributions you have made.
6. Offer a vivid example.
8. What is your offer?
9. Tell why you are interested in your listener.

WHAT ARE THE BENEFITS

10. Tell what very special service, product or solutions you can offer him or her.
11. What are the advantages of working with you? In what do you differ from competitive companies?

HOW DO YOU DO IT

12. Give a concrete example or tell a short story on how you work.

WHY






13. State why your company is the best selection.

CALL FOR ACTION

14. What is the most wanted response after your elevator speech? Do you want a business card, a referral or an appointment for a presentation after your elevator speech?

IMPORTANT QUESTIONS TO FORMULATE YOUR PITCH

Points, questions and business subject matter that is important to ask yourself:

-  Who is your target audience?
-  How large is your target market volume?
-  How do you make profits?
-  What is the background, major milestones and achievements of your team?
-  Who are your competitors, how do they solve a problem? What is your strength and advantage compared to them? What is your Unique Selling Proposition? Are there special patents or technology? Do you have a special approach in client management? And so on.

FINE TUNING THE PITCH

- 1: First write down all what comes up in your mind.
- 2: Then cut the jargon and details. Make strong short and powerful sentences. Eliminate unnecessary words.
- 3: Connect the phrases to each other. Your elevator address has to flow natural and smoothly. Don't rush.
- 4: Memorize key points and practice.
- 5: Have you really answered the key question of your listener: What's In It For Me?
- 6: Create different versions for different business situations of your elevator speech. Note them on professional business cards.

SAMPLE PITCH



“Allawos & Company is a global business consulting firm, growing start-ups to fortune fifty businesses into higher levels of prosperity and achievement. Our senior executives get the results that you want and demand.”

Located in the heart of the Glendora, California business district, we specialize in strategic planning, corporate development, business development, diplomatic engagement, employee evaluation, and operational optimization. We will expand your opportunities through creative engagement as we have for countless clients around the world.

When can we give you our presentation to help grow and transform your business?”

Adjust the pitch to your audience and refine the pitch as your business grows and changes. Your audience may also ask follow-up questions that catch you off guard. It's important to be prepared for anything, and the best way to prepare for that is to practice multiple versions of your pitch.

About Allawos and Company, LLC

Allawos & Company is a comprehensive global business-consulting firm, tuned to enable organizations identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

Whether in corporate development, strategic planning, alliances, market development, diplomatic engagement or manufacturing optimization, our team is focused on client-specific value creation.

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