**Creating the “Elevator Pitch”**

**What is an "Elevator Pitch"?**

*An "Elevator Pitch" is a concise, carefully planned, and well-practiced description about your company that anyone would be able to understand in the time it would take to ride up an elevator.*

Imagine that you're making a sales call on your biggest prospect, someone you've been trying to get to see for months. Their offices are on the 37th floor. And, as you're getting on the elevator in the lobby, in walks the Vice President who is responsible for making the decision to buy your product. He asks you, "So, tell me, Anne, just what does your product/business do that's so different? What can it do for me?" You've got 37 floors on the elevator to tell this important prospect why your brand is best suited for his company. Where do you begin?

**Six questions an "Elevator Pitch" must answer:**

* **What is your product or service?** Briefly describe what it is you sell, but do not go into excruciating detail.
* **Who is your market?** Briefly discuss who you are selling the product or service to.
* **What is your revenue model?** More simply, how do you expect to make money?
* **Who is behind the company?** "Bet on the jockey, not the horse" is a familiar saying among Investors. Tell them a little about yourself and your background.
* **What is your competitive advantage?** You need to effectively communicate how your company is different and why you have an advantage over the competition.

**What your "Elevator Pitch" must contain:**

1. **A "hook."**Open your pitch by getting the person’s attention with a “hook,” a statement or question that piques their interest to want to hear more. Be creative!  
  
2. **About 150 words**. Your whole ptich should be no longer than 60 seconds, including about 5 seconds to “hook” your pitchee, 30 seconds of content, and about a 5 second “call to action” and closing handshake/business card exchange at the end.  
  
3. **Passion.** Voters (like investors) will vote for the person whose pitch touches them the most! If you’re passionate about your business, let that show in your pitch.

4. **Summaries of the following slides from your business plan:** The Mission Statement/Description of the Business, Competitive Advantage, Economics of One Unit, The Income Statement (concentrate specifically net profits and units sold).

5. **A Call to Action.** The goal of your Elevator Pitch is to give people more information about your business. Now that they have that information, what would you like them to do next? Do you want them to contact you if they are interested in investing in or purchasing your product? Would you like to offer a business card or have them visit a website? Whatever your objective, don't be shy. Ask for action.

**Sample Pitches that Work**

From Ancient times to today, Tea has been an integral element of society. I’m Gabrielle Green, the founder and CEO of Longevi-Teas—a company all about the tea enthusiast that offers high quality affordable liquid luxury. Customers create their own unique blends with over fifty different kinds of loose, organic, and whole leaf tea and add-ins, so the possibilities are endless.

A two-ounce tin of tea and sachet of customized filling can brew up to 38 cups, and at only $12.50, my tea leaves me with a return on investment of 152%. I plan to sell **1060** units giving me $**13,250** in annual sales.

Here’s my card. Please visit the shop and drink tea for your Longevity!

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Did you know that by 17, 78 percent of young people have had a cavity, and many have lost at least one permanent tooth?  Hello, I am George Ortega, the Founder and CEO of Germies, where we improve kids’ oral hygiene using creative, innovative, and Mom-approved techniques. My unique toothbrush timers help motivate kids to brush their teeth for the dentist recommended 2 minutes.

The Germie is activated by rotating its tongue 180 degrees, and after 2 minutes it beeps to signal that the child's mouth is Germ-free.

Each Germie costs $15.00 and I plan to sell **900** units, making my yearly net profit **$3,120**.  Germies come in many colors, and are a fun, simple answer to the chore of brushing. So, remember our motto: Clean Teeth-Germie Free – available at thegermies.com.

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**Staging your Pitch**

**Start with a bang:** Think about how to get your pitch started. What will you do to get someone talking about your business? How can you engage them in conversation?

*Examples:*

You are a jewelry designer, and you happen to be wearing a beautiful necklace. Someone in the elevator might say, “Wow, what a lovely necklace!” and you can say, “Why, thank you, I made it! Let me tell you about The Glittering Giraffe.” Then, follow up with your pitch.

You are a car wash owner, and you are waiting in the lobby for an elevator. A man walks up to the elevator and you catch him putting his parking stub away in his wallet for later. You say, “I notice you drove here – do you find it as difficult to find a good car wash as most people?” If he says yes, you can start your pitch.

You run a candle making business. You are running into an elevator just as the door closes – and you go to push the button for the 28th floor but it has already been pushed. The other occupant of the elevator says, “Running late today?” So you say, “Just on time! I’m on my way to show Bob Stevens why Can-Do Candles is the best business investment around.” And he says,”Why?” – so you can start your pitch!

**End with aplomb!** Don’t forget to close out the chance meeting with a great way for your pitchee to get in touch with you – hand them a business card, or product sample, or coupon!

**Elevator Pitch Evaluation – Score Yourself!**

**Did you…?**

**Content**

* Clearly identify your self
* Clearly state company name
* Clearly identify your role or position in company
* Clearly state company mission
* Clearly identify market niche
* Clearly state competitive advantages
* Clearly state contact information
* Close with a call to action

**Delivery**

* Finish in 60 seconds
* Seem prepared and confident
* Keep good posture (no slouching)
* Maintain good eye contact
* Maintain good voice projection and enunciation
* Good enunciation vs. listener trying to decipher words
* Provide convincing arguments
* Keep a creative delivery
* Have fun!