

## THE ELEVATOR SPEECH

You are welcome to contact us on 1300 791 600 for further ideas and support in this area.

<b>Action</b>	<b>Outcome</b>	<b>Person Responsible</b> <i>(Make sure you involve others, if possible)</i>	<b>To be done by</b> <i>(Date of next SYB webinar, if possible)</i>
Have a brainstorming session and write down the major benefits of your goods and services, from the customer's point of view. Reassess your unique core differentiators.	You will have a clearer idea of what makes your goods or services attractive.	You, your team and SYB. Listening to customers can help as it will help you verify what makes you competitive.	
Rough out an elevator speech that specifies what business you are in, what benefits your product or service offers, your market and customers, and your competitive advantage.	You have a draft elevator speech.	You, your team and SYB	
Refine and develop the speech. Practice it by yourself and modify it until it feels right. Then try it out on your team. Ask your advisor how they think it encapsulates your business. When you're happy with the result, start using it with business prospects and take note of their reaction. Keep working at it until you have a version of the speech that really gets peoples' interest.	You have an elevator speech that sparks peoples' interest and that will get them to ask questions.	You, your team and SYB	
Start using the elevator speech with business prospects.	You stand a better chance of 'getting a foot in the door' and building solid business relationships.	You	
Modify your elevator speech and use different versions for different uses: voice mail, email, business cards, stationery, brochures and other marketing material.	Your business puts out an appealing and consistent message about what you offer. That consistency builds credibility.	You, your team and SYB	