In my blog *The right advice at the right time*, I talked about qualifying a client as part of your sales process before presenting your product or service.

Sometimes, it's also important to develop a script for shorter or elevator pitches. These, too, help you to qualify a client.

The so-called 'elevator pitch' came out of Hollywood.

An aspiring actor or actress may have had only one chance to pitch an idea, and that chance may well have come in an elevator ride with a Hollywood executive.

They had the length of the ride to talk up an idea for a film, a role, or a script, so their story had to be quick and clear. These days, you're unlikely to find yourself making an actual elevator pitch, but you still need to be succinct with any proposal, especially if time (or attention) is short.

If someone asks you what you do, you must engagingly describe your business so that by the time they leave your side; they want to become a customer themselves.

I recall doing an exercise for a senior leadership team that directly illustrates the concept.

We divided a room full of executives into teams of two and gave them questions to ask each other during an actual elevator ride.

They asked each other, "What do you do?" and "Can you tell me clearly what you offer in benefits at your business?"

The responder's job was to get the questioner excited about the company and show how it could solve their problems.

The elevator rides were very revealing. Every story was different when the doors opened, and the riders reported on the responses. Every one.

It was pretty eye-opening because it was my company they were talking about!

The executives weren't getting the right message across, and the message itself was inconsistent. They needed to learn to tell the company's story, to feel comfortable even bragging a little.

As I say to my kids, if you're telling the truth, it's not showing off.

More Secrets

While there is no absolute formula for creating an elevator pitch, I've adapted the work of a well-known marketer, Eben Pagan, to illustrate the importance of emotion.

Like Pagan, I believe using the right words can help you focus on the emotional needs behind the client's desires.

The key is to talk about helping, describe who you help, explain what they will achieve, and suggest what they need to do to get started.

Say, for example, you offer a weight loss program; your elevator pitch might sound like this:

"I help overweight women who want to lose more than 20 pounds get rid of their fat in as little as 90 days without starvation and without torturing themselves with a military exercise. Do you know any woman who would want to lose more than 20 pounds quickly?"

Here's another example, if you offered debt consolidation services. Your pitch is a little different, but the pattern is the same:

"I help people with $10,000 or more credit card debt. I cut their monthly payments in half, and then I get them completely out of debt. Do you know anybody with credit card debt who would like to cut their payments and eliminate their debt in less than three years?"

For Mike Brunel, The Sales expert, I would say:

"I help salespeople who do want to come across as salesy. They want to be authentic and find out if their product solves a problem for their clients. If it does not, that is okay. Do you

know anyone who has a problem like that? Anyone who would like a no obligation, free sales training audit?"

Who could say no to offers like these?

Develop your elevator pitch.

Use this template to create your elevator pitch. The principles behind the elevator pitch work across many formats and situations, but it is important to know what kind of environment you will be presenting in, so you can gear your content to your audience.

Have fun, and good selling!

For more content like this, please subscribe to my YouTube channel.



PLUS, whenever you are ready…here are ways I can help you grow YOUR business.

1. Join my free Facebook group

My favourite thing is to show you what's working right now. It's not as good as being a client, but it's close.

2. Take advantage of a FREE 45-minute consultation

Need some sales support? Please make an appointment, and let me take you through the past, present, and future templates.

3. Work with me one-on-one.

If you want to take your product or service from face-to-face to virtual selling, then I have a product that may be able to help you. You can get started for as little as $250 a month. If you're interested, email mike@mikebrunel.com and put 'Virtual Selling' in the subject line…tell me a little about your business, and I'll get you all the details.