

“Elevator” Introduction Worksheet

When asked to tell people what we do, it’s best to be prepared with a strong “elevator introduction” and “elevator speech.” Each should be concise and benefits-oriented – the introduction might last 10 seconds, and the “speech” no more than 30 seconds. We should **make our clients the stars**. (See related article “[The Stars in Your Presentations?](#)”)

Getting Started... Begin by selecting a key paragraph or two from your organization’s web site or brochure. Use this only as a guide. Your objective is to avoid telling people the details associated with what “you do” or “what you offer,” and instead tell them what “they get” in a brand-consistent way, focusing on benefits and value rather than features, functions, and price. Next, think about the typical problems you solve for your clients or customers... or possibly the typical objectives you help them accomplish. List three of each below.

Problems you solve for your clients or customers:

What do you do?

- Unique solutions...
- Brand consistent...
- Problems you solve
- Benefits clients get...!

Objectives you help your clients or customers achieve:

Now use the information listed above to create your “elevator” introduction and speech. Consider beginning with a question about the *problems you solve* or the *objectives you help customers achieve*. For example, Paul Charles & Associates provides sales-and-communication-related coaching, training, and consulting; so, we might start by asking, “You know how a lot of organizations have trouble finding new business, achieving revenue targets, or managing sales teams? Well, we help our clients sell more and communicate better with customers, colleagues and the marketplace.”

10 Second version: _____

30 Second version: _____

