



June 2013

Elevator Pitches



We all know how important it is to make a good first impression when connecting with people we want to build relationships with. This is not only important in our careers and business, it is also important in our personal life.

It is widely accepted that we have approximately 30-60 seconds to make a positive first impression. The attention span of the average person is just 30 seconds before their mind starts wandering. Another factor is people have less time today. We need to grab their attention quickly or possibly lose them forever.

Interestingly, research has shown that many of us find it difficult or lack confidence when engaging with other people for the first time, particularly if we need to communicate and influence a purposeful relationship.

A very innovative and effective communication tool called Elevator Pitch, has been devised to assist when meeting people for the first time. This process enables us to be fluent, engaging, creating interest and value in our first encounter with people we want to influence and build productive relationships with.

Elevator Pitch

An Elevator Pitch is a short summary used to quickly and simply define a person, profession, product, service, organisation or event and its value proposition. A Value Proposition is a promise of value to be delivered an assurance that value will be experienced. A value proposition can apply to an entire organisation, or departments, customer accounts, products and services, even relationships.

The Concept

The name "Elevator Pitch" reflects the idea that it should be possible to deliver a precise summary within the time span of an elevator ride, or approximately thirty, sixty seconds. The term itself comes from a scenario of an accidental meeting with someone important in the elevator. If the conversation inside the elevator within those few seconds is interesting and value adding, the conversation will continue after the elevator ride or end in exchange of business card or a scheduled meeting.

There is a misconception that elevator pitches are only useful for salespeople who need to pitch their products and services. But in reality you can also use an elevator pitch in many other situations such as Networking, Introducing an idea, Job interview, Introducing a new initiative or even dating.

*Any situation where we need to quickly explain and influence
a positive outcome!*



Essential Elements of a Powerful Elevator Pitch

1. **Concise.** *Your pitch should take no longer than 30-60 seconds.*
2. **Clear.** *Use language that everyone understands.*
3. **Powerful.** *Use words that are powerful and strong to grab attention!*
4. **Visual.** *Use words that create a visual image in the listeners mind.*
5. **Tell a Story.** *A story can be used to illuminate what you do.*
6. **Targeted.** *A great elevator pitch is aimed at a specific audience.*
7. **Goal Oriented.** *An elevator pitch is designed with a specific outcome in mind.*
8. **Have a Hook.** *This is the element that literally snags your listener's interest and makes them want to know more.*



If you are interested in learning more about how Elevator Pitches can assist you in achieving more personal, career and business success.

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Worth Reading

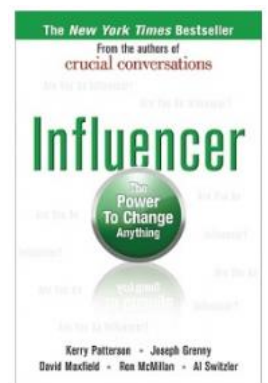
Title: Influencer

The Power to Change Anything

Authors: Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan

For the first time, "Influencer" brings together the breakthrough strategies of contemporary influence masters. By drawing from the skills of hundreds of successful influencers and combining them with five decades of the best social science research, "Influencer" shares eight powerful principles for changing behaviours - principles almost anyone can apply to change almost anything.

Disclaimer: ThinkZone Resources Limited makes no claim to authority or licence in relationship to this book. We submit the title of this book as recommended reading only.



Quote for the Month

Influence: *What you think you have... until you try to use it.* Joan Welsh



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