



Developing your Elevator Pitch for SBODN Members

WIIFM: What’s in it for me?

There is an old adage in marketing that says: People don’t care what you do, they want to know how you can help. In fact telling someone that you are an engineer, consultant, etc **actually limits** your chances of doing business with them. Why? By saying that you are an consultant, you are conveying that you are the same as all other consultants. There is nothing unique about you or your talents.

The solution then is to convey to the other person how you talents as an engineer, consultant, etc can help the person you are talking with. For example, let’s suppose you have just met John, a HR Director for Acme Telecom. Let’s also suppose you have experience in this area and one of the main problems people like John likely face is retaining key people. You both know that the loss of a key person can have serious repercussions on morale, revenue, focus, etc within the company.

So rather than telling John you are a Retention Consultant, a better approach would be talk about how you could help with a problem he likely has. For example you could say; “I work with companies like yours to develop programs that reduce and/or eliminate the devastating effects of employee attrition” You can be sure you have John’s attention if he has or has had that problem in the past!

In the spaces below, please fill in the requested information. The better you do this the more business you will get.

Market Segment (Networking, Semi, Telecom, etc)	Title/responsibility (Director, Project Engineer, CEO, etc)	Examples of the problems these people typically encounter	How you helped clients in the past with this problem
Telecom	Director HR	Loss of revenue, morale and continuity due to employee attrition	Developed an employee appreciation program



Elevator Pitch Format

I help, work with, ___(people/company like theirs)___ who are (worried, frustrated, concerned, etc) about ___describe a problem or challenge you know from you experience they are likely to have_____”

Example from above:

1. (Assuming you know the person’s title and company)
 - a. *“I work with people in HR to reduce and/or eliminate the devastating effects caused by the loss of key people”*
2. Assuming that you do not know the person’s title or company
 - a. *“I work with companies to reduce and/or eliminate the devastating effects caused by the loss of key people”*

Remember less is more. A good EP is supposed to **generate interest**, get the potential client to ask questions **and agree to an appointment**

Resist the temptation to regurgitate everything you have done in the last 20 years. Use the following phrases to get more information:

Their response	Your reply
<ul style="list-style-type: none"> • Really...tell me more • How do you do that...? • Do we need you...! • I know someone who could use you...! 	<ul style="list-style-type: none"> • Before I do, tell me a little about your specific situation • Before I do, tell me a little about your specific situation • Really...tell me about your situation • Really...tell me about their situation

After they have described their challenge simply say:

“I certainly have helped others in your situation, however every company is different and I would need to find out a little more about yours before I can tell you if I can help you like I have others. Let’s get out our calendars and schedule a time to meet for an hour.”