



ELEVATOR SPEECH DO I REALLY NEED ONE?

Kathy Perkins, MBA – LeTourneau University

Lisa Stewart, Ph.D. – College of Biblical Studies

WHAT IS AN ELEVATOR SPEECH?

- An elevator speech is a clear, brief message or “commercial” about you and your school.
- It communicates
 - Who you are,
 - What you are looking for,
 - How you can benefit a person, company, or organization
- An elevator speech should be brief and designed to get a response.

WHY USE AN ELEVATOR SPEECH?

- Do I really need one? **YES**
- Do my colleagues need one? **YES**
- **WHY DO I NEED ONE?** Because you will be faced with numerous opportunities to share what you do and who your school is. You need a brief, interesting overview that will catch someone's attention.
- **WHO NEEDS ONE?** Everybody at your school!
- **WHERE WILL I USE IT?** First contact with a prospect, meetings, churches, shopping, visiting, events, and elevators. 😊

HOW DO I CRAFT AN ELEVATOR SPEECH?

- **Avoid** unnecessary words and awkward words
- **Include a** compelling “**hook**” that will engage the listener
- **PRACTICE**, but make your elevator speech sound natural and conversational
- **Avoid rambling** or “fillers” such as “um”, “ah”
- **Maintain** eye contact
- **Be** warm, friendly, confident, and smile
- **Don't rush** – be yourself and speak naturally
- **Don't get side-tracked** and lose your purpose



IMPORTANT TIPS

- Be prepared to wrap quickly if you see the listener is not interested
- End with an action request when possible, such as asking for a business card and/or presenting your business card

CONSIDERATIONS IN PREPARING YOUR ELEVATOR SPEECH

- **Who** is your target market?
- **What** value do your programs provide?
- **How** do you provide this value?
- **What** is unique about your offer?
- **How** does this benefit the listener?
- **How** can you follow up with the listener?



**ELEVATOR SPEECH
EXAMPLE ROLE PLAY**

KATHY AND LISA

EXERCISE PART A

Craft your 30 second elevator speech from the perspective of your role

- **Who** is your target market?
- **What** value do your programs provide?
- **How** do you provide this value?
- **What** is unique about your offer?
- **How** does this benefit the listener?
- **How** can you follow up with the listener?



EXERCISE PART B

- Present your 30 second elevator speech



Q & A

Questions?



Thank you and have a
wonderful time at CAHEA!