

SMALL MESSAGE BIG IMPACT

How to Put the Power of the Elevator Speech Effect To Work For You

TERRI SJODIN

TERRI SJODIN is a public speaker and sales training consultant. She is founder and principal of her own consulting firm, Sjodin Communications. Her area of specialization is in developing the persuasive speaking skills of professionals and she has consulted with a number of Fortune 500 companies. Ms. Sjodin is the author of *New Sales Speak* and co-author of *Mentoring*. She is a graduate of San Diego State University.

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MAIN IDEA

An elevator speech is a brief presentation that introduces your product, service, philosophy or idea in figuratively the time span of an elevator ride – three minutes or less. Its purpose is to pique the listener’s interest and motivate them to want to hear your more detailed presentation in the near future.

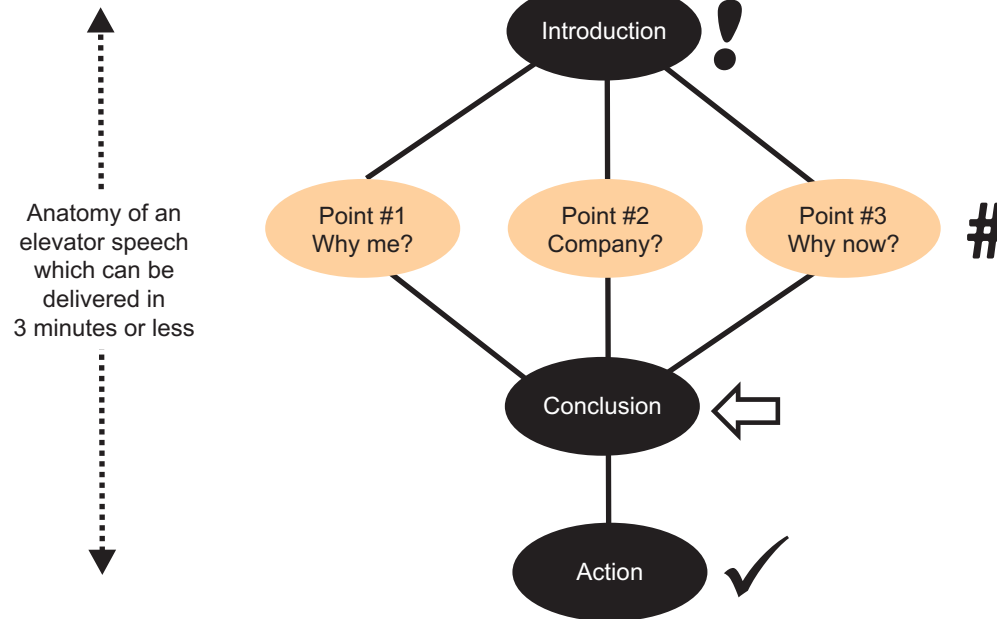
An elevator speech can literally deliver a small message which has a big impact. When you’re forced to deliver a brief presentation this way, you can set off a ripple effect. Sometimes delivering an elevator speech can lead to a huge opening you can fill later on – the “Elevator Speech Effect.” You still have to follow up and make the right things happen but a great elevator speech can open doors and make great things happen.

“The elevator ride is a metaphor for unexpected access to someone you want to sell on some idea, project, or initiative. It is not the actual length of time it takes to ride in an elevator, but rather the spirit of the clear, brief, and persuasive messaging delivered in a short period of time that I’m talking about.”

– Terri Sjodin

“For more than two decades, I have watched the evolution of presentations. Clearly, competition for a listener’s time and attention span is fierce, and the need to craft engaging talks in a short period of time has become essential. Through the years, I began to offer specialized workshops in which I coached individuals on building and delivering effective three-minute elevator speeches. I have seen people who usually wing it learn to craft persuasive messages that enable them to hit the streets with renewed enthusiasm and a clear mission, and then they execute those messages with ease and flow, and they reach their goal. Whatever your goal, be it landing a major account, getting your dream job, becoming the top sales professional at your company, or meeting the right person to help you get to where you want to go, I hope an elevator speech can help you complete your quest and have a lot more fun on the journey.”

– Terri Sjodin



Preparation	Benchmarks	Earn the Right	Sample
<p>To give great elevator speeches, you have to prepare in two ways:</p> <div style="border: 1px solid black; padding: 5px; margin: 5px;">Clarify and specify your intentions</div> <p style="text-align: center;">+</p> <div style="border: 1px solid black; padding: 5px; margin: 5px;">Understand and apply the outline</div>	<p>To be an outstanding speaker, meet three key benchmarks:</p> <ul style="list-style-type: none"> C Build a solid, persuasive case C Bring your message to life with creativity D Deliver in an authentic voice 	<p>To earn the right to be heard and deliver your elevator speech, the things you must do are:</p> <ol style="list-style-type: none"> 1 Identify your target 2 Do your homework 3 Be scrappy and have fun 4 Supersize your speech 5 Walk before you run 6 Keep at it 	<p>An example of how to apply the outline to develop an effective elevator speech:</p>
Pages 2- 3	Pages 4 - 5	Pages 6 - 7	Page 8

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