

Opening Doors with a Brilliant Elevator Speech

Jeffrey J. Mayer

**Learn how to create new opportunities
so you can close more sales
and make more money.**

From the author of *Creating Opportunities by Networking*,
Winning The Fight Between You and Your Desk,
Taking Control of Your Day, and
Overcoming The Fear of Cold Calling

Opening Doors with a Brilliant Elevator Speech

NOTICE: This eBook is licensed to the original purchaser only. Duplication or distribution via e-mail, floppy disk, network, printout, or other means to a person other than the original purchaser is a violation of International copyright law and subjects the violator to fines and/or imprisonment.

Copyright © 2002 by Jeffrey J. Mayer and Succeeding In Business, Inc. All rights reserved. No part of this eBook may be reproduced in any form, by any means (including electronic, photocopying, recording or otherwise) without the prior written permission of the publisher.

Published by:
Succeeding In Business, Inc.
50 East Bellevue Place
Chicago, IL 60611
312-944-4184
Jeff@SucceedingInBusiness.com

Table of Contents

Copyright	2
Table of Contents	3
Jeffrey Mayer’s Sales Training Programs	5
eBooks & Training Manuals by Jeffrey J. Mayer	6
Books by Jeffrey J. Mayer	6
How Did This eBook Help You?	6
Opening Doors With A Brilliant Elevator Speech	7
What Is An Elevator Speech?	7
Passing The SO WHAT! Test	10
Keeping The Conversation Going	11
Typical Phone Calls	11
How Long Are Your Phone Calls?	12
How Long Should It Be?	14
Crafting Your Elevator Speech	16
Things You Do For Your Customers	17
Why Do People Do Business With You?	18
Your Elevator Speech Encourages Conversation	19
Break Your Elevator Speech Into Two Parts	20
Write Your Elevator Speech Out	20
Using Your Elevator Speech	21
Using Your Elevator Speech at a Networking Event	24
Using Your Elevator Speech in the Elevator	26

Using Your Elevator Speech When You Leave Voice Mail
Messages 26

Using Your Elevator Speech as Your Voice Mail Message 28

Incorporating Your Elevator Speech into Your Marketing &
Promotional Materials 28

Use Your Elevator Speech Every Day 29

Making The Telephone Your Friend 29

 Get On The Phone! 29

 Call As Many People As You Can 30

 Look For New Prospects 31

Your Elevator Speech Makes You More Productive 32

How Did This eBook Help You? 32

Jeffrey Mayer’s Sales Training Programs 33

Jeffrey Mayer's Sales Training Programs



Do you want to improve your prospecting and networking skills? Cold calling? Telephone techniques? Time management skills?

Do you want to learn how to ask better questions? Reach decision makers? Overcome objections?

Sales Training programs are now available for business owners, corporate executives, sales managers and salespeople.

Jeffrey Mayer, president of <http://www.SucceedingInBusiness.com>, helps business people grow their business, close more sales, and make more money.

Call 312-944-4184 for more information. Or send e-mail - with a phone number - to jeff@SucceedingInBusiness.com.

Jeffrey Mayer really understands the essentials of running a successful and profitable business. He knows how to focus in on the key business issues to generate maximum profitability.

Norman R. Bobins, Chairman, President & CEO, LaSalle Bank, N.A. Chicago IL

Every month is my best month. Since I began working with Jeffrey Mayer, my sales are up four-fold, and my profits are even higher. Jeff's the Dr. Laura of business.

Kim Camarella, President, Kiyonna Klothng, Los Angeles

My sales have doubled, my profits have tripled, and I'm working fewer hours, since I started working with Jeffrey Mayer

Gregg Russell, Owner, Hopps Colonial Pharmacy, Homer MI

I booked more than \$1,000,000 in new business - with higher profit margins - since I started working with Jeffrey Mayer. The last quarter was the quarter we've ever had in our history!

Pauline Lally, President, Piping Systems, Inc.

My monthly profits have increased 50 percent since I began working with Jeffrey Mayer. He showed me how to reach decision makers faster.

Eric Manting, President, Find IT Corporation

My monthly sales doubled from \$20,000 to \$40,000 after working with Jeffrey Mayer. His up-selling techniques helped me increase the average size of my sales from \$2200 to \$3200. This was a great return on my investment.

Dave Boekholder, Sales Manager, Digital Canal

eBooks & Training Manuals by Jeffrey J. Mayer

[Opening Doors with a Brilliant Elevator Speech](#)

[Creating Opportunities by Networking](#)

[Overcoming The Fear of Cold Calling](#)

[Winning The Fight Between You and Your Desk](#)

[Taking Control of Your Day](#)

[Successful People Have A Dream](#)

[Setting and Achieving Your Goals](#)

[Succeeding In Business](#)

[Customizing Your ACT! Database](#)

[Growing Your Business With ACT!](#)

<http://www.succeedinginbusiness.com/catalog>

Books by Jeffrey J. Mayer

Success is a Journey

If You Haven't Got the Time to Do It Right,
When Will You Find the Time to Do It Over?

Time Management For Dummies

Winning the Fight Between You and Your Desk

How Did This eBook Help You?

What are the BEST useable ideas you gained from this eBook?

How do you plan to apply them?

How will they help you close more sales, make more money, and grow your business?

Please send your thoughts/comments to Jeff Mayer at
Jeff@SucceedingInBusiness.com.

Opening Doors With A Brilliant Elevator Speech

You're at a networking event — a business luncheon, a company function, a cocktail party. You start a conversation with a stranger and he asks you what do you do? How do you answer?

You're calling a great prospect on the phone — trying to get an appointment — and you finally get through to her. What do you say?

You get into an elevator, and just as the door's about to close, in walks **MR. BIG!**, the person you've been trying to meet for the past six months. He pushes three. You've got about 12 seconds before the door opens. How do you seize the moment?

If you're like most of us, you fail to capitalize on these wonderful opportunities because you don't have a G-R-E-A-T Elevator Speech.

What Is An Elevator Speech?

An Elevator Speech is a brief description of what you do and who you do it for. It describes how you offer value, benefit, and quality to your customer or client.

It is short and concise. It rolls off your tongue. It comes out so naturally, that you can repeat it in your sleep. You are your Elevator Speech and your Elevator Speech is you.

And most importantly, you phrase your Elevator Speech

**You need a
G-R-E-A-T
Elevator Speech**

Your Elevator Speech buys you time

in such a way that the other person can't say:

- ◆ *That's nice, but I'm already doing business with...*
or
- ◆ *We already have someone who does that in the office.* or
- ◆ *Thank you, but we don't need any.*

Your Elevator Speech buys you time so you can keep the conversation going.

Here are some examples of introductory statements that are not elevator speeches:

- ◆ *My name is Sharon, I sell life insurance and am a financial planner.*
- ◆ *My name is Dave, I'm a consultant.*
- ◆ *My name is Phil, I work for the ACME Printing Company.*
- ◆ *My name is Kelly, I'm in sales.*
- ◆ *My name is Tom, I'm a lawyer [banker, accountant, doctor].*

Yes, these statements may say what you do, but they don't describe how you help your customers improve the quality of their businesses or their lives. They don't describe how you add value. They don't offer or describe any benefits.

**And most importantly,
they don't stimulate conversation!!!**

Here are some more examples of bad introductory statements. What kind of response do you think these generate:

- ◆ *My company is in electronics.*
- ◆ *My company sells medical equipment.*
- ◆ *We're a manufacturing company.*

The customer rolls her eyes, yawns and says to herself SO WHAT!

And then the salesperson continues by stating:

- ◆ *We're the best at...*
- ◆ *We've been in business for 25+ years.*
- ◆ *We do business with X number of companies in Y number of states.*

Or some such phrase — all designed to improve the person's credibility. Once again the customer rolls her eyes, yawns and says to herself SO WHAT! This is only the 3rd person who has said that to her this morning, and it's only 10:30 a.m.

Passing The SO WHAT! Test

Here's a good way to determine if you've got a great, good, or poor Elevator Speech. I call it the SO WHAT! test.

If you can say SO WHAT! after the Elevator Speech, you're not selling a benefit to your customer.

Look back at the previous examples. Can you say SO WHAT! after each one? You bet!

And you wonder why you're getting blown out of the water every time you speak with someone new. Craft a better Elevator Speech and you'll open doors that have been closing on you.

Now what if Sharon, the life insurance agent and financial planner, said something like this:

I help families save money so their kids can go to college and they can retire and enjoy their retirement.

Or Dave, the consultant, said:

I help companies find ways to improve their manufacturing processes so they can reduce their overhead and improve their profit margins.

Or Phil, the sales rep from ACME Printing, said:

At ACME Printing we help companies save time and reduce costs by making it easier for them to print their invoices and accounts receivable forms and process their payroll checks.

**If you can say
SO WHAT! after
your Elevator
Speech, you're
not selling a
benefit to your
customer**

Or Kelly, the sales rep for Specialty Products, said:

My company, Specialty Products, helps businesses improve the way they market and promote themselves so they can find more customers and close more sales.

Your goal is to keep the person talking

Keeping The Conversation Going

The Elevator Speech is designed to buy you time. You want to keep the person talking because once your prospect says,

“Thanks for calling, but we’re not interested.”

the conversation is over. You’re road kill.

Think about it, when was the last time someone ended a conversation when *they* were the person talking. It doesn’t happen.

When you’re successful in getting a person to talk about him-, or herself, he’ll talk forever. When you’re talking about yourself, they’re bored to tears.

Typical Phone Calls

How often have you had this type of conversation. You’re sitting at your desk and the phone rings:

Woman: *Who handles your telephone equipment?*

You: *Why do you want to know?*

Woman: *I was calling to see if you needed some new telephone equipment.*

You: *No thank you. Good Bye. (Or maybe you’re not that polite.)*

This call lasted less than three seconds.

Or, you're sitting at dinner and the phone rings. You get up from the table answer the call because you think it's important, and the woman says:

Woman: *We've got some wonderful new magazines. Would you like a trial subscription to...?*

You: *No thank you. Good Bye.*

This call lasted less than three seconds. How many of these types of calls do you get each day?

How Long Are Your Phone Calls?

How often does this happen to you when you're trying to schedule appointments?

What happens when *you* get on the telephone? How long do your calls last? How often does someone say, "*Thanks, but we're not in the market. Good bye.*"

Let's look at the dynamics of these five-second phone calls. Twelve calls each minute, 720 calls an hour. At this rate, you can go through a years worth of leads in less than a day.

Most people hate using the telephone because they *expect* to get all of this rejection. So they don't make any calls, and they don't make any money. Then they wonder why business is so tough.

Here's another thought. Let's assume that the customer has a big problem that you can help her solve, but says, "*I don't need any.*" because you've a terrible Elevator Speech. You both end up losing.

Most people hate using the telephone because they *expect* to get rejected

On the other hand, if you are able to keep the conversation going — by asking some questions — there's the possibility that you may discover that the customer needs something you have to sell. And BINGO! you've found yourself a hot prospect.

You need to have a great Elevator Speech so that you can have another ten seconds of the person's time.

Remember: Your goal isn't to be talking about who you are and what you do. (Sorry, but nobody cares!) It's to find out who the other person is, what she does, and what's important to her. She only cares about how you can help her have a better life and future.

Keep the conversation going — by asking questions — and you may discover the customer needs something you have to sell

Tom's been in sales for 15 years. He was trained to sit down with his clients and show them everything in his catalog... one page at a time. He always hoped that they would see something they liked and say, *I'll take that one.* But more often than not, it didn't happen.

Then he started using his Elevator Speech to open the conversation and kept the conversation going by asking brilliant questions — trying to find out what the customer wanted and needed — instead of telling her what he had to sell. In less than a year he doubled his business.

SuccessTip: Talk about yourself and you're a terrible bore. Encourage the other person to speak, and you're a brilliant conversationalist.

Once you can get the other person talking the Elevator Speech has served its purpose.

How Long Should It Be?

Some people suggest your Elevator Speech should be between 30 and 45 seconds in length. Others say 20 seconds is OK. I disagree.

My recommendation is the shorter the better. Your goal is to say who you are and explain how you offer benefit and value in under ten seconds.

Then you want to get the other person to talk so that you can find out more about who they are, what they do, and what they need, so you can determine whether or not they are a prospect.

When I mentioned a short Elevator Speech to Shirley, she gave me that 'What! Are you crazy look.' "*My Elevator Speech is so long that I need to go to the 34th floor to complete it.*" she said.

Remember: The purpose of the Elevator Speech isn't to tell the other person everything that you do, especially during the first 10 to 15 seconds of a conversation. It's to keep them from saying:

Your goal is to say who you are, and explain what you do in under ten seconds

**Your Elevator
Speech isn't
about you, it's
about how you
add value to your
customer's busi-
ness and life**

- ◆ *We've already got someone who does that.* or
- ◆ *We're all taken care of.* or
- ◆ *Good Bye!*

This enables you to keep the conversation going. You're buying time. And you're buying it in 10 to 20 second increments.

Your Elevator Speech is a brief description of what you do. Not a long laundry list of each and everything you do. And most importantly, it describes the value and benefit you offer to your customer. Your goal is to keep the other person interested and involved.

Remember: Your Elevator Speech isn't about you, it's about how you add value to your customer's business and life.

Think of The New York Times' slogan, "*All The News That's Fit To Print.*" For many years The Times had a contest offering \$25,000 to anybody who could come up with a better slogan in fewer than six words.

So far, it's a bet they have never paid off on.

You can however have different Elevator Speeches depending upon whom you are speaking to, and where you are.

Also, the length of your Elevator Speech isn't as important when you're speaking with a person face-to-face, instead of over the phone, because they can't hang up on you. (They can, however, walk away.)

You'll use your Elevator Speech every day in many ways, shapes and forms

Crafting Your Elevator Speech

Creating an Elevator Speech isn't easy. It's going to take some time. But once you've done it the payoff is huge because you'll use it every day in many ways, shapes and forms.

Here are some of the different ways you'll use your Elevator Speech:

- ◆ **When you introduce yourself to people.** Every time you meet someone new, you give them your five to ten second Elevator Speech.
- ◆ **When you're speaking on the phone.** You use your Elevator Speech to introduce yourself, and then ask some questions to discover if you've a business prospect.
- ◆ **When you leave a voice mail message.** When you leave a voice mail message, talk of the benefits of the products and services that you offer. Don't just state your name and phone number.
- ◆ **On your outgoing voice mail message.** When you record your outgoing voice mail message, use this as an opportunity to advertise and promote yourself. State who you are and what you do. Sell yourself to the caller.
- ◆ **On your business card, letterhead, resume or bio.** Shorten your Elevator Speech to under ten words and you can put it on all of your printed materials including your business card, letterhead, resume or bio.

- ◆ **On your Web site.** Use the same wording that’s on your business card and put it on your Web site.
- ◆ **In your e-mail signature.** Turn your e-mail signature into an advertisement for you. Use your Elevator Speech to state who you are and what you do.
- ◆ **In your cover letters, marketing pieces, brochures and catalogs.** You become your Elevator Speech, and it is you. Use it on everything you send out. This would include your cover letters, marketing pieces, brochures and catalogs.

Things You Do For Your Customers

Let’s begin by pulling out a piece of paper — or you can use your word processor — and start writing down the things you do for your customers. (Or you can print out this page and write it on the blank lines.) Don’t think in terms of the products or services that you offer, but in terms of what your customer does with them once they’ve been purchased.

As you make this list, let your mind wander. Don’t be concerned about duplication. Don’t be concerned that some items may be more important than others. Just get them down on paper.

Things I do for my customers:

1. _____
2. _____
3. _____
4. _____
5. _____

Think in terms of what your customer does with your products or services after they’ve been purchased

How do your products or services help your customer save time, cut costs, or improve productivity,?

Why Do People Do Business With You?

Think of why people do business with you. Think of how your products or services help your customer save time, cut costs, improve productivity, increase revenues, or give peace of mind.

Reasons why do people do business with me:

1. _____
2. _____
3. _____
4. _____
5. _____

Here are some examples:

Paul, a banker, helps businesses get better returns on their money, provides money so they can purchase equipment, provides money so they can expand their business, offers cash management services that help automate the process of paying employees.

So Paul's Elevator Speech could be:

I help businesses become more successful by showing them how to get their money to better work for them.

Elaine, a real estate agent, helps people buy and sell their homes. Her Elevator Speech to a young couple that is looking to purchase their first home and start a family could be something like:

I help young couples find the house of their dreams.

Her Elevator Speech to a retired couple that is looking to sell their home could be something like:

I help home owners get top-dollar when they're ready to sell their homes.

Steve, a computer salesman, whose company sells networking services, new computers systems, disk storage solutions, and more could use an Elevator Speech that said:

I help companies get more out of their computer systems so their employees can be more productive and they can improve their customer service.

Cheryl, who owns an employment agency uses this Elevator Speech:

I help companies find great employees.

If you aren't asking anyone to purchase anything, or if you could schedule an appointment, the conversations *must* continue

Your Elevator Speech Encourages Conversation

Your Elevator Speech should be crafted in such a way that it encourages conversation. If you look at the previous examples, you'll see that they are non-threatening.

They aren't asking anyone to purchase anything, or if they use the product or service that is being sold, or if they do business with the competition, or if they could schedule an appointment, so the conversations *must* continue.

Break Your Elevator Speech Into Two Parts

Once you've written your examples, break down your Elevator Speech into two parts

Part 1: This phrase describes what it is that you do, i.e. *I help companies get more out of their computer systems.*

Part 2: This phrase describes how the customer derives benefit from the product or service you sell, i.e. *...so their employees can be more productive and they can improve their customer service.*

ElevatorTip: Part 2 usually — but not always — includes a phrase like *SO THAT* which is used as a connector between Part 1 and Part 2. As you become more proficient in using your Elevator Speech, you'll probably find that you drop the *SO THAT* from the statement.

Write Your Elevator Speech Out

Write your Elevator Speech out. Play with it. Read it out loud. Move the words around. See how the rhythm flows. Find words and phrases you're comfortable with.

And most importantly, Practice, Practice, Practice.

Once you've crafted your Elevator Speech, use it every day. Use it when you speak with people on the phone. Use it when you're introduced to people.

Go out of your way to have conversations with strangers,

**Write your
Elevator Speech
out. Play with it.
Read it out loud.
Move the words
around.**

just to see how they react to your Elevator Speech.

Pay attention to how the other person responds and reacts when you explain who you are and what you do.

Are you able to engage them in conversation? Do they show an interest in you? Are you able to talk for more than 30 seconds? Sixty seconds? Two minutes? Five minutes?

It's OK to have multiple Elevator Speeches. Craft different Elevator Speeches for different product lines.

Using Your Elevator Speech

As you're creating your Elevator Speech you'll find that it's fluid, active and alive. It's OK to have multiple Elevator Speeches. Craft different Elevator Speeches for different product lines.

You'll probably have a long and short version of your Elevator Speech. It all depends upon whom you are speaking with, where you are, and what the subject may be. (But it still shouldn't go beyond 15 seconds.)

Using Your Elevator Speech On the Telephone

The most important use for your Elevator Speech is when you're calling someone on the telephone. This is because you don't have the opportunity to see the other person.

You can't watch the person's facial expressions, body language, or determine if they are interested or bored.

All you can do is to try to engage them in conversation.

This is the telephone technique that I've been recommending to my clients for years. Dave the consultant could say:

Customer: *Hello. This is Shirley Johnson.*

Dave: *Hi Shirley. My name is Dave McGill. Do you have a moment?*

**The phrase
“Do you have a
moment?” is very
important!**

The phrase *Do you have a moment?* is very important!

You want to find out if the person is free and available to speak. By just stating your name, they don't know why you're calling. They can't blow you off by saying, “*I don't need any.*” because they don't know what who you are or what you do.

If the person says No she's in a meeting, or something else, say: “*Thank You. I'll call back later.*” and end the call. If you get involved in a conversation, 9 times out of 10 the person will say: “*We're not interested.*” and blow you off.

If there's a long pause, because they aren't sure who you are and don't know why you're calling, you can say, “*Do you have half-a-moment?*” If this elicits a chuckle, you've got a live prospect. Should the response be a grunt of some kind, the conversation is probably going to go down hill.

And if the person says, “*Sure Dave, I've a moment. Why are you calling?*” or “*What can I do for you?*” then you go into your Elevator Speech.

Dave: *My company is Systems Engineering. I help companies find ways to improve their manufacturing processes so they can reduce their overhead and improve their profit margins.*

I was calling to see if I could take a few moments to tell you a little bit about what I do?

“I was calling to see if I could take a few moments to tell you a little bit about what I do?”

The way this is worded is very very important. You must use this phrase: *I was calling to see if I could take a few moments to tell you a little bit about what I do?* You are now asking for permission to speak for another 10 seconds.

But look at what you are **NOT** doing.

- ◆ You are not asking them to buy anything!
- ◆ You are not asking for an appointment!
- ◆ You are not asking if they use your product or a competing one!
- ◆ You are not asking who they do business with!

As a result, they can't respond by saying something like:

- ◆ *We're already doing business with...* or
- ◆ *We are well taken care of.* or
- ◆ *We don't need any.*

If the person says No, then you may not have much of a prospect, and you found out very quickly.

If the person says Yes, then you continue by asking a turn-around question.

Here is where you get the person to talk about herself. She's opened the front door for you. Don't talk about yourself or your company. Ask questions like:

- ◆ *Tell me a little bit about your company.*
- ◆ *How long have you worked there?*
- ◆ *What's your position or title?*
- ◆ *How long has the company been in business?*

Trust me. This works.

A bit later in this eBook I offer some tips on how to make the telephone your friend.

Using Your Elevator Speech at a Networking Event

Another place where you'll use your Elevator Speech is when you're at a networking event. This could be at a business luncheon, a breakfast meeting, a cocktail party, a conference or convention, or standing in line at the grocery store.

Imagine you're attending a business luncheon. You find yourself standing next to someone and you begin a conversation.

Sooner or later one of you is going to ask the other "*What do you do?*" This is your chance to use your Elevator Speech.

Once again, you don't want to be the one who is doing the talking. You want to control the conversation by asking questions.

It's not necessary for you to tell this person all about you. Your goal is to find out who he is and what he does. You want to discover if he is a prospect for any of the products or services that you sell.

You would be amazed at how much you can learn in three to five minutes if you're the one asking the questions.

And most importantly, you **MUST** get his business card

**You don't want
to be the one
who is talking.
You control the
conversation by
asking questions.**

so you can follow up with him immediately. After he walks away, write down some notes about who he is, what he does, and why you should follow-up with him.

When you get back into your office enter his name in your ACT! database, Outlook, your Palm, or whatever contact management program you use, and schedule a follow-up call.

Shelley was on vacation with her family and had stopped for the night in a little town in Wisconsin on the Lake Michigan shoreline on her way up to Door County. The following morning she was pouring herself a cup of coffee in the motel's lobby and saw a well-dressed woman wearing a business outfit.

She started a conversation by saying: *"Guess you're up here on business. It doesn't look like you're on vacation."*

The two of them ended up talking for almost 30 minutes. Shelley learned that Anne owns a company that processes medical insurance claims for many companies in the neighboring communities. Anne's company has been very successful and is growing by leaps and bounds.

Shelley used her Elevator Speech when Anne asked what it is that she did. But then changed the subject back to Anne's favorite topic: Herself and her business.

They then exchanged business cards, and Shelley had herself a new prospect.

Using Your Elevator Speech in the Elevator

You get into an elevator, and as the door's about to close, in walks **Mr. BIG**. You've been waiting your whole life to meet him because you've this fabulous idea.

You clear your throat, take a deep breath, become courageous, and say...

Hi, Mr. Big. My name is..., and I [insert elevator speech].

I've always wanted to meet you, and was wondering if I could take a quick moment to tell you a little bit about what I do. Could I please have one of your business cards so I can call you when I return to my office? Would it be OK for me to call you tomorrow?

The entire exchange probably takes 15 seconds. Your goal is to get a business card and the other person's permission to give him a call.

Using Your Elevator Speech When You Leave Voice Mail Messages

When you're leaving a voice mail message, don't just leave your name, company and telephone number. Include your Elevator Speech. Talk about the benefits you offer.

Sharon, the life insurance agent and financial planner, could leave a voice mail message that goes something like this:

Your goal is to get a business card and the other person's permission to give him a call

Hi Robert. This is Sharon Jones from ABC Insurance. My phone is 303-123-4567.

I was calling to follow-up on our conversation about helping you create a college savings plan so you'll have enough money set aside for your children's college education.

Would like to get together with you early next week. Do you have time on Monday or Tuesday?

Again, my phone is 303-123-4567. I'll be in the office for the rest of the day and all day tomorrow. Looking forward to working with you.

Leave your telephone number twice. Once at the beginning of the message, and again at the end.

Here are a five tips on leaving better voice mail messages:

- ◆ Speak slowly so that the other person can fully understand what you're saying.
- ◆ Leave your telephone number twice. Once at the beginning of the message, and again at the end. This makes it easy for them to write down your number.
- ◆ State the purpose or nature of your call — your Elevator Speech — so they know why you're calling.
- ◆ Leave a time when you'll be available to receive a return call.
- ◆ State what it is that you want them to do.

When you record your voice mail message, include your Elevator Speech

Using Your Elevator Speech as Your Voice Mail Message

When you record your own voice mail message, include your Elevator Speech in the message. Think of it as another opportunity to advertise what it is that you do.

Dave, the consultant, could leave a message like this:

Hi, This is Dave Kline. I help companies find ways to improve their manufacturing processes so they can reduce their overhead and improve their profit margins.

I'm not in at the moment, but if you'll please leave a message, I'll call you when I return.

Incorporating Your Elevator Speech into Your Marketing & Promotional Materials

When you are creating your marketing and promotional pieces, include your Elevator Speech in the first paragraph that describes what you do.

Here you can go into more detail about how you add value and benefit to your client's business and life.

Always include quotes or endorsements from satisfied customers. For example, if you've a list of five things that you do very well, the customer will read it and say to herself..."So What!"

But if you're able to get five clients to say the same things about you, you've a wonderful — and powerful — endorsement.

Include your Elevator Speech in your marketing and promotional pieces

**You are your
Elevator Speech,
and your Elevator
Speech is you**

**the best way
to make your
Elevator Speech
work for you is to
get on the tele-
phone and look
for new business**

Use Your Elevator Speech Every Day

You are your Elevator Speech, and your Elevator Speech is you.

Tell everybody you meet who you are and how you help improve people's lives and business.

With a great Elevator Speech, you'll create more opportunities because you keep the conversation going, enabling you to close more sales and make more money.

Making The Telephone Your Friend

Now that you've got yourself a great elevator speech, you've got to use it frequently. And the best way to make it work for you is to get on the telephone and look for new business.

Here are three telephone strategies you can use to get more business:

Get On The Phone!

If you're like most sales professionals and business people, you'll find every excuse imaginable to avoid getting on the phone. One of the *best* excuses is that it's not the right time. Bull!!!

When I was starting out in the life insurance business — 30 years ago — I was told that the *only* time I was in the business of selling life insurance was when I was

1. On the phone trying to schedule an appointment

with a potential customer, or

2. When I was in front of a customer talking about their life insurance and financial planning needs.

If I wasn't doing either of these activities, then I wasn't in the business.

Prime time to get on the phone is

- ◆ Early in the morning, before 9:00a.m.
- ◆ From 9:00 - 11:00a.m.
- ◆ From 11:00a.m. - 1:00p.m.
- ◆ From 1:00p.m. - 3:00p.m.
- ◆ From 3:00p.m. - 5:00p.m.
- ◆ After 5:00p.m.

To say it bluntly, there's no *wrong* time for getting on the phone, because every time is the *right* time.

Call As Many People As You Can

How many people should you call? As many as possible. It's good to have a goal or target. I would suggest you schedule appointments with yourself and block out time on your calendar for that specific purpose.

Get on the phone for 60 to 90 minutes at a time. Don't allow yourself to be interrupted. Don't take incoming calls. Don't get distracted with paperwork or other miscellaneous *stuff*. Your sole purpose is to get on the phone and look for new customers.

Sharon, the financial planner, has a goal of finding one new business opportunity each day. And when she's lucky enough to find an opportunity on her first call, she

**Get on the
phone and call
as many people
as possible**

doesn't take the rest of the day off. She's going to keep going. Her goal is to find opportunities. Close sales, and make money.

You can also set a goal for yourself, maybe you want to call 10, 15, 20 or more people each day. Now that may be easy to do when business is slow and you've very little to do, but it becomes very challenging to keep up when you get busy.

If you want to avoid the feast / famine syndrome you must make those calls each and every day.

Look For New Prospects

On paper a prospect may look great. But if you're unable to reach them on the phone, then you don't have a prospect. At some point you've got to decide to move on and call on someone new.

Life is too short to call the same people — who are never available — over and over again.

To be successful you must be adding new prospects to your list of people to call each and every day. These are people that you have never spoken to.

Fresh prospects keep you alive and stimulated. Old, tired, and stale prospects wear you down.

Tom worked at a title insurance company. He told me that it took him 10 years to get his biggest client. From my perspective, that's an awful long time to be calling on someone who continues to say NO.

Your goal should be to find people who are in the market TODAY. I figure the odds are about 1 in 100. So if you

On paper a prospect may look great. But if you're unable to reach her on the phone, then you don't have a prospect.

were to call 100 prospects, you should find at least one person who needs whatever you're selling today. (And you'll also find another three or four who will buy from you in the future.

And after you've tried to reach a person 4, 5, 6, 10 or 15 times — you decide what the cut off point is — over a period of weeks or months, it's time to replace the name with a new prospect.

Your Elevator Speech Makes You More Productive

Get on the phone. Look for more business. Ask great questions. Find ways to solve problems. And you'll become a huge success.

With a brilliant Elevator Speech, you can open almost any door.

**With a brilliant
Elevator Speech,
you can open
almost any door**

How Did This eBook Help You?

What are the BEST useable ideas you gained from this eBook?

How do you plan to apply them?

How will they help you close more sales, make more money, and grow your business?

Please send your thoughts/comments to Jeff Mayer at Jeff@SucceedingInBusiness.com.

Jeffrey Mayer's Sales Training Programs



Do you want to improve your prospecting and networking skills? Cold calling? Telephone techniques? Time management skills?

Do you want to learn how to ask better questions? Reach decision makers? Overcome objections?

Sales Training programs are now available for business owners, corporate executives, sales managers and sales-people.

Jeffrey Mayer, president of <http://www.SucceedingInBusiness.com>, helps business people grow their business, close more sales, and make more money.

Call 312-944-4184 for more information. Or send e-mail - with a phone number - to jeff@SucceedingInBusiness.com.

Jeffrey Mayer really understands the essentials of running a successful and profitable business. He knows how to focus in on the key business issues to generate maximum profitability.

Norman R. Bobins, Chairman, President & CEO, LaSalle Bank, N.A. Chicago IL

Every month is my best month. Since I began working with Jeffrey Mayer, my sales are up four-fold, and my profits are even higher. Jeff's the Dr. Laura of business.

Kim Camarella, President, Kiyonna Klothng, Los Angeles

My sales have doubled, my profits have tripled, and I'm working fewer hours, since I started working with Jeffrey Mayer

Gregg Russell, Owner, Hopps Colonial Pharmacy, Homer MI

I booked more than \$1,000,000 in new business - with higher profit margins - since I started working with Jeffrey Mayer. The last quarter was the quarter we've ever had in our history!

Pauline Lally, President, Piping Systems, Inc.

My monthly profits have increased 50 percent since I began working with Jeffrey Mayer. He showed me how to reach decision makers faster.

Eric Manting, President, Find IT Corporation

My monthly sales doubled from \$20,000 to \$40,000 after working with Jeffrey Mayer. His up-selling techniques helped me increase the average size of my sales from \$2200 to \$3200. This was a great return on my investment.

Dave Boekholder, Sales Manager, Digital Canal