



**READ MATTHEWS**  
 TRAINING IN MANAGEMENT & COMMUNICATION SKILLS

## In form

In Form no. 22

### Opportunity knocks!

The elevator doors open and in walks the CEO of a company you've been trying to win business from for the last year. How should you react?

How well would you be prepared for the following situations?

1. Fumble for your business card
2. Start to think fast
3. Reach for the alarm bell

You can't be lost for words just as the doors of opportunity open. Those doors may never open again; you must seize the moment. It's now or never! Carpe diem! What you need is a good elevator speech. An elevator speech lasts about 30 seconds - the time it takes to travel about ten floors in an elevator - and delivers a hard-hitting and focused message.

An elevator speech identifies:

- the type of customers you serve
- the benefits your customers get from working with you
- one or two key differentiators that make you stand out from the competition

A good elevator speech works because it grabs the attention immediately - remember you've only got 30 seconds! - and focuses on your potential customer's needs.

Let's take a ride in our elevator and see how you can make your own elevator speech.

#### **Ground Floor - The elevator doors open and in walks that CEO you've been chasing**

Begin by describing your typical customers. Identify two or three problems that cause your customers to come to you. Say it in such a way that the CEO will think, 'Hmm... that sounds a lot like my company', or 'Hmm... those sound like the problems we're facing.' Something like:

*We work with companies that need to improve the communication and inter-personal skills of their employees in English and Spanish...*

#### **Third Floor**

Talk about the benefits your customers gain by solving these problems. Anything from obtaining a high return on investment to streamlining administration or production procedures. It will depend on the product or service you are selling. Remember: Nothing motivates people to act quite like showing them how they can improve their current performance. Something like:

*...Especially if they are looking to get their ideas and proposals across more clearly and persuasively in*

*meetings or presentations, and eliminate wasted time and money caused by internal communication difficulties...*

By now your CEO should be thinking, 'Hey! I'd like to get results like that!'

### **Sixth Floor - Only about fifteen seconds left now... Time to tell the CEO what you do**

*...READ MATTHEWS offers you a range of practical tailor-made training services in English and Spanish.*

At this point your CEO should be thinking, 'Yes, we use those kind of services too'.

### **Tenth Floor: Tell the CEO what differentiates you from the competition**

*READ MATTHEWS guarantees you will become more competent and confident when communicating in writing and in speech, in both English and Spanish. What's more, we bring an international and multicultural perspective to all our training services.*

Your CEO is now thinking, 'Hmm... maybe we should talk. My current supplier doesn't offer that kind of...'

You'll probably never use your elevator speech in an actual elevator - though we know some people who have! - but it's an excellent way of structuring a short presentation or sales proposal. The elevator speech puts the focus where it belongs: on your potential customer.

If you'd like to learn more, why don't you sign up for one of our Open Courses. You'll find more information at [www.readmatthews.com/opencourses](http://www.readmatthews.com/opencourses)

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