

# SPECIAL REPORT

**P.E.S**

Professional Education Series

**Report #1**

## **How To Get More Prospects Wanting To Talk To You In 10-Seconds or Less.**

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**A Proven Approach For Growing  
Your Customer Base By As Much As 30%  
In The Next 6 Months Without Becoming Aggressive,  
Obnoxious, Overbearing or Dishonest.**

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## **Your Elevator Speech**

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## Your Elevator Speech

### My Positioning Statement

The reason I have chosen to begin this educational series with this report makes good sense. You need this piece of the marketing puzzle before you can become as successful as you need to be.

**What are you trying to do?**  
**What are you selling?**  
**What are people buying?**

Before you can effectively sell your products and services, you must understand exactly what it is you are trying to do ... exactly what it is you are attempting to sell ... and exactly what your customers feel and believe they are buying. You must define your starting “position”.

To put this in other words, you must first learn to walk before you run.

These three points lead us to the concept of what is commonly known as an **“Audio Logo” or an “Elevator Speech.”**

Regardless of what you call it, this “business-building weapon” will soon prove to be the most important “element” you have in your marketing “arsenal”.

Don’t get caught up with trying to justify the investment you made for what appears to be just a few pieces of paper. The paper on which this report is written is not worth much. The message is invaluable. You did not buy the paper. You bought what’s on the paper and you are investing in the results stemming from your activities having read the paper.

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If the truth is something you don't mind experiencing now and then, you have just made a very wise best investment. You don't have to believe me. Read and internalize the information in this report and find out for yourself.

**More people will be interested in what you have to say.**

The objective is to establish more meaningful relationships with more interested prospects in very short order. You are going to accomplish this formidable task by producing your very own, success-oriented **“Elevator Speech” or “Audio Logo”**. Having accomplished this, you will find more people (prospects and suspects) speaking with you with a greater degree of interest for what it is you are in position to do for them.

So without further introduction, it is time for you to turn the page and to begin at the beginning. When you have completed this **Special Report** and created your own personal Elevator Speech, you will become more successful at selling and representing your particular product, service and company.

Let's get started.

## Your Elevator Speech

### The Situation

I was pretty bad when it came to the art of “small talking” at networking events, cocktail parties and any number of informal gatherings. Shmoozing. Working the room.

Whatever you choose to call it, I simply didn’t like it nor did I feel comfortable doing it. More accurately stated, I “hated” it.

As a public speaker I was often expected to attend welcome cocktail parties prior to scheduled events, and I would try to come up with every excuse in the book to avoid having to attend. I disliked having to talk to complete strangers about topics I had little interest in. I was the world’s poorest “networker” and I was doing absolutely nothing to alter that label.

**Little did I realize that with a slight attitude adjustment, many wonderful opportunities would open before my very eyes .... with little or no effort on my part.**

Little did I know at the time how foolish my behavior was.

Little did I realize that with a slight attitude adjustment, many wonderful opportunities would open before my very eyes .... with little or no effort on my part. Little did I know that meeting people could be both fun and potentially profitable, if only I knew what to do, say, act and feel.

Somewhere, sometime, somehow, I began to focus on what a tremendous “opportunity” social events like these were for professionals like myself.

Since many of my speaking dates were booked by associations, these formal gatherings consisted of rooms full of “prospects” for future speaking “gigs”. And since my family’s eating habits depended largely on how many

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speaking assignments I booked in any one calendar year, I decided it was in my best interest to “snap out of it”.

So, in the interest of caloric intake, I decided to hunker down and define exactly what it was I hated so much about smiling, laughing, and meeting new and interesting people.

### The Problem

**Stumbling to fill “dead air” is affectionately known as “small talk”.**

In a nutshell, here was the problem. When people introduced themselves and asked me “what I did?” I answered them. And more often than not, my answer accompanied an awkward silence resulting with an uncomfortable feeling. Stumbling to fill “dead air” is affectionately called “small talk”. And this series of embarrassing moments soon became too much like work, and ended with my turning-off to the entire exercise.

This simply did not have to be the case as I later found out. Once I learned how much fun this sort of gathering could be, and once I built my “elevator speech,” these boring events became exhilarating prospecting opportunities.

### What Is An Elevator Speech?

An Elevator Speech is a rehearsed, but not necessarily memorized, professionally designed response to the question, **“What do you do?”**

This question is asked hundreds of times to every person walking the face of the earth. And just about everybody

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walking the face of the earth botches the potential opportunities stemming from this basic question.

Most people when asked, do not answer the question. They tell people what they are. They usually (about 95% of the time) provide an answer to the question “What are you?”

**Most people don't even answer the question. They give an answer to “What are you?”**

**Let me explain what I mean.**

This example will clarify my point:

**Joe Stranger.** “Hi. My name is Joe Stranger. What's yours?”

**MM:** “My name is Mike Marchev. I'm glad to meet you Joe.”

**Joe Stranger:** “What do you do Mike?”

**MM:** “I am a motivational speaker.”

**Joe Stranger:** (A loud silence can be ‘heard’ as Joe tries to come up with a polite follow-up. “Oh that's nice.”

This scenario is repeated thousands of times a day by otherwise, very solid citizens. There are three wrong ways to answer this question. And all three are used regularly.

1. You can tell people who you are. (wrong)
2. You can tell people how you spend your time. (wrong)
3. You can tell people what your company does. (wrong)

Here are a few more examples of wrong response to help you focus on what I am going to teach you to avoid.

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### **You answer by telling people who you are:**

1. I'm a meeting planner.
2. I'm a banker.
3. I'm a travel agent.
4. I'm a doctor.
5. I'm an accountant.
6. I'm a consultant.
7. I'm a nurse.
8. I'm in government.
9. I'm a research scientist.

### **You answer by telling people how you spend your time:**

1. I sell life insurance.
2. I work for Bigelow Cosmetics.
3. I repair telephones.
4. I work for the park district.

### **You tell people what your company does:**

1. My company is in electronics.
2. My company settles bogus insurance claims.
3. I'm in manufacturing.

Let me tell you what you don't want to happen when you get the opportunity to tell people "what you do." You don't want them to respond silently... or verbally with:

1. That's nice but I already have one of those.  
(A possible response to "I'm a hairdresser".)



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2. Yeh! Big deal. What's that have to do with me?
3. Boooooorrrring!

In an effort to fill dead air space, you often hear people rant and rave about themselves and/or their company with more uninteresting superlatives. For example:

1. You're the best at....
2. You have been in business for over 25 years.
3. You do business with 450 of the Fortune 500 companies.

**SO WHAT! TELL SOMEBODY WHO CARES. WHAT DOES THAT HAVE TO DO WITH ME. CAN'T YOU TELL ME SOMETHING THAT I 'M EVEN REMOTELY INTERESTED IN. YOU ARE BORING ME TO TEARS. ENOUGH ALREADY.**

### Passing The "Big Deal" Test

Let's dig a little deeper into what is going on here.

**Fact:** You often find yourself in a situation where you can begin to establish interest in both yourself and your occupation.

**Fact:** In most cases, you don't have an appreciation of the enormous opportunity such events present.

**Fact:** This is about to change.

## Your Elevator Speech

You are about to create your very own “elevator speech”. And there is one great way to determine if what you have created satisfies the task at hand. Does it pass the **Big Deal** test ... or the equally effective **So What** test.

**Does it pass the “Big Deal!” test?**

If a person can say “so what” to your “elevator speech”, it indicates that you didn’t deliver the “sound bite” with the appropriate amount of customer **benefits**.

**Benefits** are what others get from of you, your service or your product. **Benefits** are what makes the world go around. **Benefits** are where the rubber meets the road. **Benefits Rule**. Beginning right now, eat, think and sleep **Benefits**.

What people (amateurs) deliver in most cases are affectionately known as *features*.

Simply stated, *features* explain what a product or service is . . . while **benefits** explain what a product or service does, (for them).

**Think benefits. Breath benefits. Live Benefits.**

Let’s use me as an example once again.

“Mike, what do you do?”

“I am a motivational speaker.”

“Oh! That’s interesting.” (Big deal)

I hope you are beginning to appreciate why so many people fall flat on their faces when giving the opportunity to plant the seeds for potentially profitable long-term business

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relationships. They fail to deliver their “elevator speech” with any degree of meaning.

### **Enter your professionally-crafted “Elevator Speech”.**

See if you can hear the difference in the following examples. They are responses to the same question, “***what do you do?***”

Mary the life insurance agent says:

***“I help families save money so after their kids go to college the parents can retire comfortably.”***

Joe the consultant says:

***“I help companies find ways to improve manufacturing processes so they reduce overhead and improve profit margins.”***

Bill the travel agent:

***“I help people select perfect vacation packages that meet specific travel requirements while minimizing unnecessary expenses.”***

Group Travel Leader:

***“I organize meaningful trips for people who are stressed and are looking for more fun and enjoyment out of life.”***

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### Keeping The Conversation Humming

**Elevator speeches are designed to keep the conversation humming along.**

The Elevator Speech is designed to stimulate interest and promote additional conversation while positioning you as a fun, confident happening individual. It is carefully crafted and honed to keep the conversation humming along.

How many times has a salesperson called you on the phone and managed to blurt out a quick question that resulted in a one word response before the phone call ended abruptly? My guess is .....PLENTY.

On the other hand, how many times have you spoken to a stranger on the phone and within a few sentences, you found yourself welcoming “intruder” and the bonding with this person? My guess is ....PLENTY.

Why does one phone call succeed while the other fails? The answer is two-fold: **INTEREST & TIME.**

Interest in the subject matter. And time to make an impression one way or the other.

You see, if you can manage to keep the conversation going, whether it be on the phone or in person, the chances for something good happening are greatly increased. To keep the conversation going, you must keep the other party's interest. And since most people are very interesting in themselves, than it is a sound business practice to focus on them ... their needs ... their likes ... and talk about the benefits that are designed specifically for them.

## Your Elevator Speech

So, the primary objective of your Elevator Speech is to keep the conversation going ... to keep the conversation humming.

### **Major League Advice Tip:**

The more you talk about you,  
the sooner you will be talking to yourself.

### **Secret:**

If you can manage to get the other person talking,  
your elevator speech just became a beautiful thing.

**The more you  
talk about  
yourself, the  
sooner you will  
talking to  
yourself.**

Once a person begins to talk, you get to sit in the driver's seat. You then fuel the conversation by asking intelligent questions at all the appropriate times. This is what is known as "being in control".

***[But you must be careful. If you are too successful at this communication skill, you might find people proposing marriage to you right on the spot since so few people are good at this admirable skill.]***

### **How Long Should Your Speech Be?**

I am going to answer you, but before I do, let me mention that there really is no correct length. Some people think a minute is about right. Some feel a half of a minute is all that is required. I believe that as an introductory door opener, the shorter the better. This is where some conscientious editing comes into play along with some serious rehearsal time. Shooting for a concise, well-worded 10-second elevator

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**I believe that as an introductory door opener, the shorter the better.**

speech is a challenging goal. But worth the effort in every way.

Remember, the purpose of the Elevator Speech isn't to dump your wagon on some unfortunate listener. It is to prevent you from hearing them say:

1. I already have one of those.
2. I don't get it?
3. Whose next?
4. Bye. Bye.

Your goal is to keep the conversation humming while eventually (sooner rather than later) establish a two-way conversation with you holding the trump card, i.e. the position to ask intelligent questions once silence appears to be looming.

Your **Elevator Speech** is not about you. It is never about you. It is about the value you bring to your customers.

**It is all about your customers.**

### **Crafting Your Elevator Speech**

It may sound easy.... ridiculously easy.... but it isn't. Crafting an Elevator Speech that serves its purpose can be down-right taxing. It will take some time. It will take some thought. It will take some practice. But if you are the professional you need to be (or want to be) the effort and energy will pay dividends now until you decide to hang up your bankbook.

## Your Elevator Speech

Before nailing down your personal “foot-stomping,” stop-them-in their-tracks Elevator Speech, let me remind you of some of the ways your finished product can be put into practice:

### **You can use your Elevator Speech:**

1. When you introduce yourself to people
2. When you're speaking on the phone
3. When you leave a voicemail message
4. On your outgoing voicemail
5. On your business card
6. On your web site
7. In your bio or resume
8. On your letterhead
9. For your email signature

### **It is time to create your 10-second speech.**

In the space below, I want you to start listing all the things you do for customers. Don't get cute and don't think yourself into a funk. Just start writing. I don't care how long or how short your list is. Just start writing.

**There are many ways for you to use your Elevator Speech.**

(1) What do I do for your customers?

(2) Why customers use you?

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(3) How do you save you customers time, money, frustration?

(4) What are you “bringing to your customer’s party?”

**IMPORTANT:**

Your speech is crafted to solicit conversation.

It is not to get anybody to purchase anything.

Once you have written your notes, I want you to break down your speech into two sections.

**Section 1: This phrase describes what it is you do.**

*I help corporations get more out of their travel budgets.*

**Section 2: This second section describes how the customer benefits from what it is you do for them:**

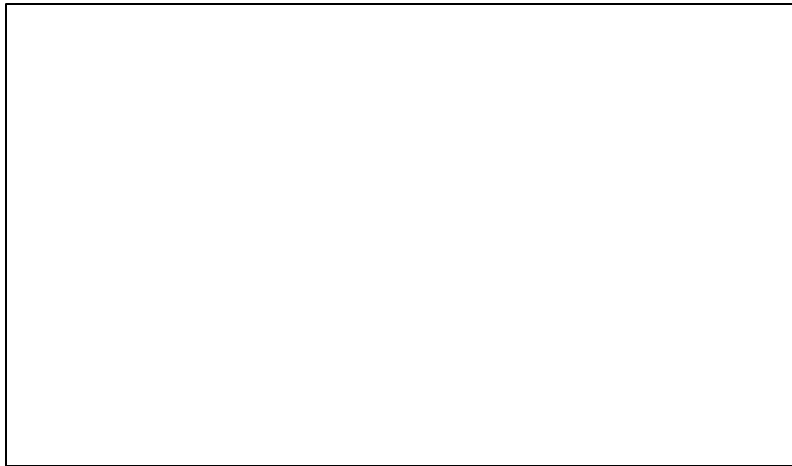
*...so their frequent travelers can increase monthly commissions by covering more territory.*



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**Tip:** Section 2 usually includes a connector like **SO THAT**, or **WHICH MEANS**. These connectors easily tie the two phrases together into a nice neat, 10-second or less statement of great interest.

Write your first attempt at your Elevator Speech now.



Play with it. Read it out loud. Record it. Listen to it. Spend some more time looking at it and tweaking it a bit.

Look at it with an objective eye to see if each and every word is the best word. Give this marketing piece the attention it deserves. Once you put the finishing touches on it, it will serve you well for weeks, months and even years to come.

**[And if you choose to change services or products, I assure you that your next Elevator Speech will be much easier to assemble.]**

Once you personally approve of your speech, use it every day. Use it on the phone. Use it in person. Use it in writing Use it. Use it. Use it.

## Your Elevator Speech

At first, this will not come naturally. It won't sound smooth. It won't sound like you. You will try to find an excuse to stop using it right from the start. This is an enormous mistake. Hang in there. It will soon begin to sound very natural. Give it a little time. Don't sell yourself short. Your "elevator speech" will pay huge dividends once you use it regularly and religiously.

Watch the eyes of those you say it to. Gauge their interest. Continue to adapt and adjust the wording until it simply flows off your lips and into interested ears.

### Two Popular Points of Delivery

Two areas where you will get the most mileage from your Elevator Speech is **in person** at formal gatherings and on **the telephone**. Let's take a quick look at each opportunity.

**Repetition is a beautiful thing, and in fact, it is the way most people learn.**

**In person.** Although we covered this at the beginning of this report, I want to go over the high points again.

*Repetition is a beautiful thing, and in fact, it is the way most people learn.*

When you find yourself standing next to someone at a get-together, sooner or later you will be asked the question **"What do you do?"**

Remember, your objective is not to control the conversation, but to get other people to start talking while you control the dialogue with well-timed questions.

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You simply recite your response and after pausing for a brief moment, you follow with a question of interest.

**“I help companies minimize their travel expenses by introducing proven strategies so their frequent business travelers can consistently cover more territory for less money. (Pause)**

**Who do you work (Joe) for and what do you do?”**

**\*\* Notice I inserted the person’s name into my question. This is always a good idea.**

Your mission is to (1) avoid the “so what” syndrome and get the other party to open up and begin sharing information with you. You do this by controlling the conversation and by fueling their interest by asking appropriate questions. You want to find out if this person is a legitimate prospect for what it is you do.... or can perhaps steer you toward the correct decision making contact.

This is not manipulative. This is not aggressive behavior. This is not tongue-in-cheek shady dealings. This is how business (good, solid, honest business) works.

**On The Phone:** This one is a bit more difficult since you have little control over this situation. In many cases, you even might have to ask the question to yourself.

***“You are wondering what is it I do exactly?”***

## Your Elevator Speech

*I help people find the right honeymoon venue so that the majority of their time can be spent preparing for the ceremony itself. This split role allows the couple to focus on family and the many details involved with such an important occasion.”*

**I hope you are getting the idea.**

The answer to “What do you do?” is key to your future success in business. It takes time and effort to develop the response that not only paints an attractive benefit-oriented picture, but easily flows off your tongue in a sincere, believable fashion.

**This is your Elevator Speech ---  
Give it the attention it deserves.**