

The Elevator Speech: Your 30-Second Commercial

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The term "elevator speech" is an oxymoron.

Rarely do you hear someone giving a speech in an elevator, much less look at the person next to them. They might think you are in need of medical assistance if you start launching into a speech. Most of us just stare at that small crack separating the two doors.

Be that as it may, the term elevator speech is a common one. What it means is that you have about 30 seconds to make a positive impression on people you meet and get them interested in continuing the conversation. This precious time is all you have to create the important first step in developing a relationship. It's what people will remember about you and what they will repeat to others. 30 seconds is about the time it takes an elevator to go 20 floors, give or take a few. Think about it the next time you are staring at the elevator door.

Where does the elevator speech come into play?

- Meeting new people
- Networking
- Public speaking
- Sales calls
- Interviewing
- Anywhere you get asked about what you do
- And yes, even in an elevator!

Your elevator speech is a critical part of your networking game plan. Think back over the last 30 days and try to remember someone you met who stood out as a real professional, enough to make an impact, where you would consider doing business with them or refer them onto a friend.

Which Floor? - The formula for your Elevator Speech

The format for your elevator speech is simple. It's made up of 4 components:

- 1. I am**
- 2. I do**
- 3. I help**
- 4. I need**

The "I am... and I do..." Stage

The first two steps are simple.