



Why You Should Dump that Elevator Pitch! (Extracted from the Free Ebook "Speed Business Networking – The Manual!")

“Behaviour that is considered rude around a dinner table, is just as rude in business. We need to get real about our business behaviour and act now to make sure it's congruent with our personal values and principles. ”

Christine Sutherland

The Elevator Pitch

Most of us have been exhorted to develop an "elevator pitch" which can be used when meeting strangers in order to sum up and "sell" our business very quickly. We're told we should be able to rattle it off in just 15 seconds, and even to practice it in front of a mirror until we get it down pat!

Is this actually good advice? Check out the following scenario, as Mary meets John at a networking event:

Mary: *“And what do you do, John?”*

John: *“Well Mary (looking carefully at the other stranger’s name badge) I offer a range of accounting solutions that will save your company squillions in operating costs every year, as well as maximising your profits through better cash flow management.”*

Oh my god! It's like someone pushed his little robot button and off he went. Mary asked a simple, appropriate question for the sole purpose of striking up a conversation and she got a sales pitch coming at her! A half dozen of these and she'll feel like she's walking down a market street in Bali, assailed from every side!

How on earth can anyone relax and get on with the business of meeting people and building quality relationships with that type of unnatural and inhuman behaviour? And if John hasn't even bothered to find out what Mary does and what her needs are, how on earth can he possibly have the gall to presume that she requires his services?!

Can you tell that I absolutely hate elevator pitches? Not only are they rude, because you're making a sales pitch without being invited to do so, but they're ineffective because almost invariably the listener tightens up, shifts their weight backwards, and comes over all glazed-like around the eyes!

If you want to engage people with your answer to that question, you can do far, far better than that. You can come up with an answer that is not only non-threatening, but is maybe even humorous, and best of all, it gets the interest of the listener so strongly that they feel *compelled* to engage with you and ask a question to find out more!

Here are some examples:

Q *“And what do you do, John?”*

A *“I specialise in underground accommodation.” (John is an undertaker.)*

Q *“And what do you do, John?”*

A *“I have the connections to get you just about any drug you want.” (John is a pharmacist.)*

Q *“And what do you do, John?”*

A *“I'm a jewellery freak.” (John makes exclusive jewellery as corporate giftware.)*

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Q “And what do you do, John?”

A “I’m a virgin who keeps his promises.” (John works for Virgin Blue and organises corporate bookings.)

Q “And what do you do, John?”

A “I try not to eat myself out of business.” (John is a restaurateur.)

You get the idea? It’s pretty hard to come back merely with a “How interesting” when someone’s given you an answer like that. Most people are going to smile and/or look curious and ask us more questions. And we’re going to very happily answer them. Instead of putting someone on the back foot with an elevator pitch, we’ve helped them feel at ease and have related to each other on a very human level rather than like a couple of selling machines.

Also included in your FREE Manual: What to say after the introduction so that you can get much more value out of your networking time. Get your copy today on www.speedbusinessnetworking.com in the “Free Downloads” section of the site .



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