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How to Develop Your Perfect Elevator Pitch

Excerpted from *How to Build Your Business Through Client and Professional Referrals*

By Marc Stein

An elevator speech literally means tell me everything I need to know about your business within the time it takes to ride up in an elevator. In other words, tell me why I should care in thirty seconds or less. In the professional arena, having an easy to understand elevator speech can accelerate the building of your business by years.

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The most effective elevator speech and referral development caters to the wants, needs and tastes of the clients you hope to attract. That means from their point of view.

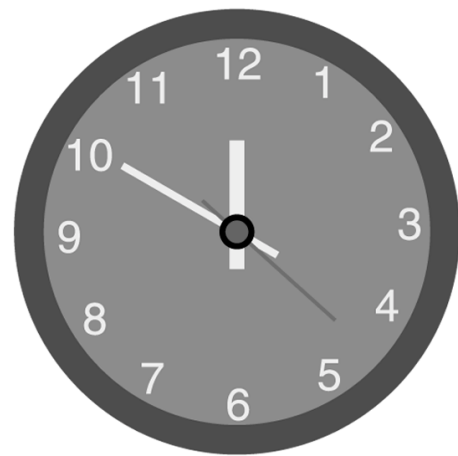
Clients and other advisors could not care less about you and your firm unless you can help meet their agenda. As a matter of fact, most could not care less about your educational background, your professional experience, or the size of your firm. They will only care about you and your firm in direct proportion to your ability to meet their wants, needs, and tastes.

Your job is making it easy for the people you want to attract to truly understand and appreciate your offering. The easiest way to do it is to break your perfect elevator speech down into simple to understand components defining the who, what, how, and why.

To create the perfect elevator speech, simply define:

- (1) Who is your target market and what are the most important aspects of your offering to them
- (2) Express how you do it differently
- (3) Lastly, share the specific reason for engaging your service

To best describe your offering in the simplest terms: Pretend that you are



**TELL ME WHY I SHOULD CARE
IN THIRTY SECONDS OR LESS**

explaining what you do to your 11-year old nephew for a school project. No jargon or concepts — just simple talk. Then, increase the age level while keeping the simplicity. It is much harder than it seems.

In conclusion, get client centric, come up with the best elevator speech possible and then test, test, and test in the marketplace. Expect to refine your message. Once you have formalized your elevator speech, you can limit the variables and really tighten it up. Then, once people start responding favorably, continue with the same message. You may grow tired of it but your future prospects and referring professionals may be hearing it for the first time. Even if there is some repetition, it will reinforce your position in their minds. Stay consistent and reap the full harvest.

So, what do you do again?

Marc Stein [WLK1] is available to speak on this or other referral marketing issues at your PNG group. He can be reached at 805/984-1010 or via email at Marc@EverythingCommunicates.com.

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