



## **The CONNECTION™**

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### **What's Your Elevator Speech?**

How would you describe what you do to someone who doesn't know your business, when you only have a short time - the equivalent of riding from your floor to the lobby in an elevator? Salespeople face this challenge all the time. A contact asks, "What do you do?" or "Who do you work for?" You've got so much to tell them, and so little time to get your message through in a way that makes them want to know more.

Start now and begin crafting your elevator speech. As you do, keep these tips in mind:

- In one sentence, describe simply and clearly what your job entails or what your company does. Speak in plain language; they don't know your business.
- Add an example, so the contact gets a specific picture that cements for them what you do.
- Ask them what additional information they'd like.

This could be the beginning of a dialogue that uncovers a business opportunity.

Preparing an elevator speech that's clear, concise, and engaging can take you quickly from the ground floor to the penthouse.

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