

Develop Your Elevator Speech

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Objectives

- ▶ Define the purpose and use of an elevator speech.
- ▶ Establish an outline or steps to develop your own speech.
- ▶ Compare your message to other examples that work or do not work.



Overall Marketing Plan

- ▶ Identify the product or services you provide.
- ▶ Target the customers that will use the product or service:
 - ▶ Person with a disability, family or other natural supports
 - ▶ Employers
- ▶ Goal: Provide quality employment services for people with disabilities to result in integrated, competitive employment.



Elevator Speech - Purpose & Use

- ▶ Part of the overall Marketing Plan for employment services
- ▶ Creates an opportunity for further discussions.
- ▶ Begins relationship with employer to reach the employment goal.

When to use an Elevator Speech

- ▶ Community events
- ▶ Conferences
- ▶ Business meetings
- ▶ Job development
- ▶ Social event
- ▶ Attending church
- ▶ Beauty shop



Barriers

- ▶ Understand the employer as a customer
- ▶ Comfort level
- ▶ Honesty
- ▶ Reputation



Values: Support v Care



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Ethics and Disclosure

- ▶ Who we represent.
- ▶ Inadvertent disclosure.
 - ▶ Hidden disabilities
 - ▶ Apparent disabilities

Messaging

- ▶ Highlight your unique benefits.
- ▶ Target your audience.
- ▶ Support your mission.
- ▶ Enables you to realize goal.



Four Basic Steps for Marketing Plan

- K** Know the features and benefits of your services.
- I** Identify the employers/businesses in your community.
- T** Target your tools and strategies to the customer.
- E** Engage in purposeful interaction.

Elevator Speech



- ▶ Promote your business or market yourself.
- ▶ Describe or sell an idea in 30 seconds or less.
- ▶ Know your features and benefits.

Example:

Good morning! My name is Jane and I am an employment consultant with ABC Staffing. I focus on supplying employers with dependable, qualified applications to meet their diverse workforce needs. The people I represent can fill key positions from hospitality to technology. And, I support the job applicant to understand their work obligations through training and consultation that ensures they become a long-term, reliable employee for the company.

Features and Benefits

FEATURES	BENEFITS to Employer
<p>The characteristics of your services.</p> <p>What specific services you provide for employers.</p>	<p>The reason why the employer would want your services over someone else.</p> <p>How does it benefit the employer?</p>

Features and Benefits

FEATURES	BENEFITS to Employer
Job Analysis	<ul style="list-style-type: none">• Know the job requirements.• Familiar with the work culture.• Employer expectations.
Pre-Screening	<ul style="list-style-type: none">• Qualified candidates.• Job match.• Reduces employer workload.
Training & Support	
Problem Solving	
Workforce Requirements	
Transportation	

Outline Your Talk

When you meet a person in the community, or potential employer, what do you want the person to learn about you?

Write your response in the question box.

Outline Your Talk

What specifically about your services do you want the your listener to hear?

Target is employers

Think about your features/benefits

Write your response in the question box.

Outline Your Talk

Do the services you offer solve a problem for your listener - in this case the employer.

Write your response in the question box.

Outline Your Talk

Do the services you provide make a contribution to the employer that they can appreciate?

Write your response in the question box.

Outline Your Talk

What should the listener do as a result of hearing your message?

Write your response in the question box.

Outline

Use the following questions to start your outline:

- 1) Who am I?
- 2) What do I offer?
- 3) What problem is solved?
- 4) What are the main contributions I can make?
- 5) What should the listener do as a result of hearing this?

Example:

Hello, my name is Jane. I am a job placement specialist for ABC Staffing. I can find you a qualified employee and provide long term training at no cost to you. I can solve the problem of finding a good, well matched employee to meet the needs of your business. My organization has a nearly 30 year record of providing productive, loyal and reliable employees to local businesses. Please keep me and my services in mind the next time you are hiring.

Example:

Hello, my name is Jane and I am a job placement specialist. The easiest way to explain what I do is to assist people in finding and keeping employment that matches their skills and interests. Every person that I help is completely capable of working, they are just a little goofy or quirky. But that's where I come in! I help the people to find a job that they are capable of doing, and I help them adjust to and fit in at their job.

Finalize Your Speech

1. Take each note you made and write a sentence about it.
2. Take each of the sentences and connect them together with additional phrases to make them flow.
3. Go through what you have written and change any long words or jargon into everyday language.
4. Go back through the re-written material and cut out unnecessary words.
5. Finalize your speech by making sure it is no more than 90 words long.

Delivery



- ▶ Practice - Practice - Practice.
- ▶ Be flexible.
- ▶ Track and follow-up.
- ▶ What worked and didn't work.
- ▶ Be accurate and don't oversell.



Questions



Thank you for attending.

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