

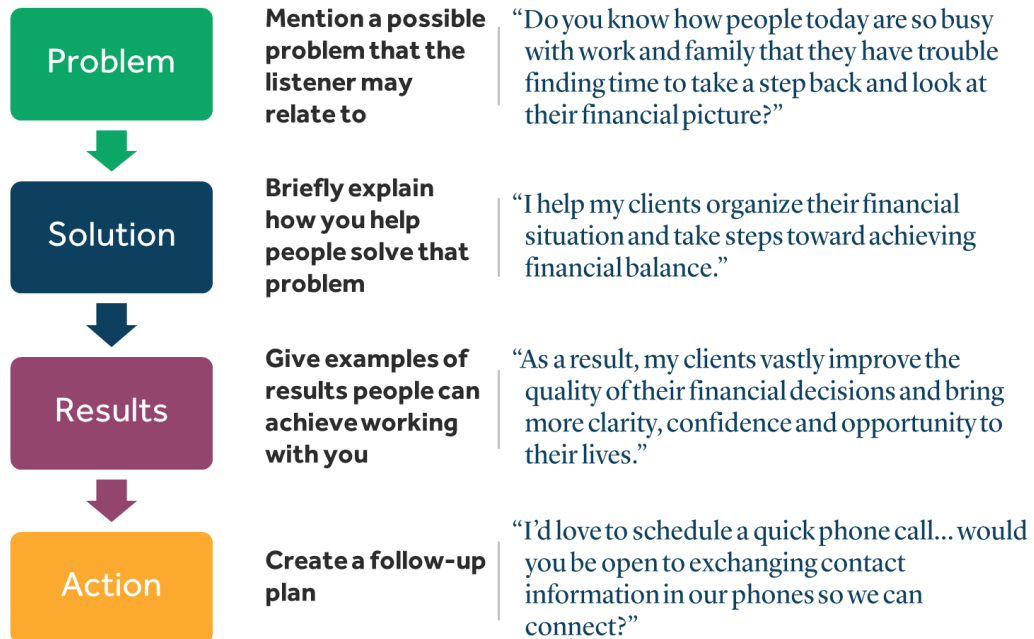
Guardian U

Quick Card

Elevator Talk

What?	An Elevator Talk is a brief description of what you do and how your skills could benefit the listener.
Why?	Your Elevator Talk is designed to pique the listener's interest so that they will want to learn more.
When?	You'll use your Elevator Talk whenever someone asks you "What do you do?" You can also use it to connect with people in your natural market.

How? Here's a typical structure for an Elevator Talk:



Example

Business Owner

Do you know how small business owners often find themselves so consumed with the demands of running a business that they do not take the time to step back and be strategic about their plans?

In my practice, I address the unique financial challenges that come with owning a business – understanding the wealth of planning options available to them, providing for their needs today, and preparing them to properly transition their business when the time is right.

As a result, my clients can focus on their important work knowing that they have a professional keeping an eye on their financial picture.

Example**Near Retiree**

With questions around the future of Social Security and the fluctuating financial markets, many people today are concerned about the prospect of having enough money for retirement without exposing themselves to too much risk.

I help my clients evaluate their retirement plans and identify opportunities to create more retirement income by evaluating their financial decisions, reducing taxes, and mitigating risk.

As a result, my clients can be more confident that their retirement plans are being addressed.

Tips

When and Where: Be ready to deliver your Elevator Talk whenever you have an opportunity to talk with someone you don't know: in a plane, at a community event, at party or while at one of your kids' activities.

Focus: Deliver your Elevator Talk with a focus on the listener. Tailor your remarks to what you know about the listener and engage their interest by including details that acknowledge their possible concerns.

Timing and Pacing: Your Elevator Talk needs to be short, usually 30 seconds or less. But don't rush the delivery. Pause between main ideas to give the listener time to absorb them.

Ask Questions to Get Questions: A good way to open the door for your Elevator Talk is to ask the other person "What do you do?" Typically, they will reciprocate by asking you about your profession.

Become a Contact in their Phone: In the past, people would ask to exchange business cards at the end of an Elevator Talk, but in today's world, it's more effective to exchange contact info via your phone. Always have an electronic contact card ready to send to a new prospect.

Ask to Connect on LinkedIn: Connecting through LinkedIn is a good way to turn the prospect into a "warm" lead and see what you and the prospect have in common.

Key Reference

LBS Elevator Talk Videos: These videos demonstrate Elevator Talk delivery in some common situations.

[Guardian U >> Market Development >> Create Your Elevator Talk](#)