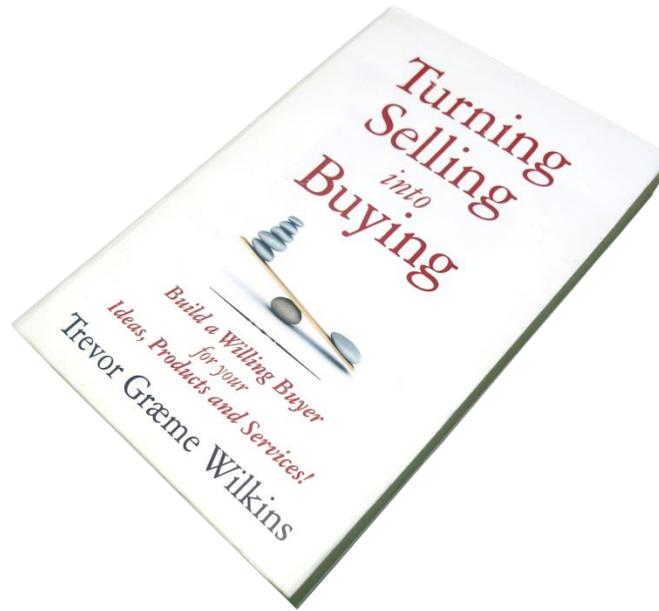


TURNING SELLING INTO BUYING[®] WORKSHEET



Chapter 10: The Best Elevator Pitch in the World



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v2.3



Tell me and I may forget

Show me and I can remember

Engage me and I will understand

Confucius 5th Century BC

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SELF-TEST QUESTIONS & SELF-DEVELOPMENT ASSIGNMENTS

CHAPTER 10 — THE BEST ELEVATOR PITCH IN THE WORLD — SEE ANNEX A FOR ANSWERS

SELF-TEST QUESTIONS

- 2.1. What are the two desired outcomes from an Elevator Pitch?

- 2.2. How does an Investor Panel or Dragon's Den differ from an Elevator Pitch?

- 2.3. List four productive 'Calls to Action' you could use

- 2.4. What might you *already* know about your buyer before you open your mouth? How might you have you learned it?

- 2.5. Write yourself at least one 'Setup Story'. Do several if you're likely to come across *identifiably different* buyers for whom you can 'tune your story'

- 2.6. What is the Known Category of your Offering? Is it immediately identifiable or do you need to explain it. Did you make it up or is it universally known?

- 2.7. Who are your competitors? Do they include 'Doing Nothing' and/or 'Doing It Myself'? List all the ways you're different from each of them.

- 2.8. What is 'The Vibe'? Do you have it? Can you create it? Does a colleague have it?

- 2.9. Why have an Elevator Pitch 'Suite', not just one pitch? List four situations where *you* actually might need to use a variation.

SELF-DEVELOPMENT ASSIGNMENTS

CH 10 ASSIGNMENT 1 — DRY RUNS

Ask your colleagues to imagine themselves as your target buyer. Try your Elevator Pitch on them. Ask them for their reaction as the buyer. Then repeat with them as themselves. Once you're fluent, take it outside, try it on your friends and family. Explain that if *they* can understand your pitch — anyone can!

CH 10 ASSIGNMENT 2 — REAL LIFE PITCHES

Start small. Have one, maximum two, that you're comfortable with. But know where you may need to vary them. Then go out and try them at shows, conferences, business receptions etc. Develop strong answers where people do respond positively and want to engage. If they're determined to buy there and then, go for it. But in most cases, test the strength of your calls to action. Is your IT/assistant support adequate? What went wrong? Keep developing it.

CH 10 ASSIGNMENT 3 — INVESTOR MEETING

This is much easier to prepare for than in the past. Most people have seen a Dragons' Den or equivalent — so use them. Give colleagues and friends different rôles and get them to ask you appropriate questions. The Marketer, the Techie, the Banker, the Pessimist. The aim is not to reduce you to tears. It's to practice your responses.

If you don't have the data to answer there and then, go and find it. Better to get it wrong now than in front of a real investor who would have been perfect for you if you'd only been able to satisfy their Immediate Convincer Strategy...

