

## How to make your prospect love you in 1 minute

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As a business owner or sales person you are often required to introduce yourself and your products and services in a limited amount of time, and it is a must to really 'wow' your prospect in that 1<sup>st</sup> minute.

In fact that is often all you have - one minute - to present yourself and your offer, so you need to make sure that you use these 60 seconds very efficiently. If you give your prospect a great first impression you will attract more business and your peers will give you good referrals. You want to be remembered. If you don't create a great 1<sup>st</sup> impression, nothing you do after that 1<sup>st</sup> minute will matter – the prospect has turned off and is thinking about meeting someone else.

Your introductory one minute speech is commonly called your elevator pitch and is often used in networking situations. It is your advert. Here are 8 simple steps to create your 60 second elevator pitch.

### **1. Know who your market is and what your offering**

Before you start creating your elevator speech, think about the following: **Who** is your audience/target market? **What** are your services and products? **How** do you deliver them?

### **2. List your Benefits, avoid features**

Now think about the benefits of your products and services. This is real mastery. A lot of business owners just speak about the features of their business, even though people are more interested in 'what's in it for them' rather than information about yourself.

Telling people about the benefits of using your product or service is the way to make them remember you. Give them good reasons to choose you over your competitors. Let us give you some examples of features and benefits.

<b>Features</b>	<b>Benefits</b>
Products sourced from Italy	We make you look better
Availability in different colours	We make you feel better about yourself
10 years experience	We help you make more money
Based in Narrabeen	We help you grow your business
Open 9-5pm	We assist you to reduce stress
Have 3 staff	We help our clients relax
Trained in Europe	We show you ways to make clients come to you
Quality guarantee	
24 hour phone service	
Certified	

Test which benefits resonate the most by trying different ones to a number of people and don't be afraid to ask people for their feedback on which benefits they would value the most. You can take this to another level and complete a survey of your customers (or potential customers). List all of your benefits and ask them to tell you which 3, in order of priority, they value the most. There are survey tools on the web that automate the process for you and they are free.

Sometimes describing the same benefit using different words can have a significant impact on the level of interest you generate, so it is worth testing different ways of describing your benefits. For example here are 4 different ways of describing the same benefit:

- We improve your bottom line
- We increase your profit
- We regularly improve our customers bottom lines by 10% to 30%
- We show you methodologies that will make you more money

Which one of these would have the most impact on you? There is no correct answer, everyone is different, but your specific target audience might strong prefer the last one – you won't know until you give them all a try.

### **3. Be remembered**

How can you make your speech stand out so you will be remembered? Being remembered is a must for your business to grow and attract more clients. One of the keys is frequency, ie showing up to networking events frequently so that people will start to remember you. Plus you can be remembered by your elevator pitch, maybe you can ask a provocative question or rhyme or add a quote or make a statement that will get you your audience's attention. Eg. '1 in 5 businesses fail in the first 5 years!' or 'Who has or knows somebody who has tried every single diet, with no success?' or ask a question that people will want to know the answer to like "there are only 4 ways to grow your business, do you know what they are" or did you know that Google ranks every website

out of 10 and there is a tool in the Google icon bar that does this for you?” And do you know what the Google Page Rank score is for your website?”

People remember people who are interesting, confident and enthusiastic, and they give people they meet the “impression of increase” – that is someone who you feel you can learn from and benefit from having an association with, and as you are talking to them a desire grows inside you to spend more time with the person and learn from them.

Body language and voice tone is also very important. Studies show that 93% of all communication is body language and voice tone. Only 7% of communication is actually the words you use! You need to display body language and voice tone that messages leadership and confidence, and this generally means a deep voice tone and slow movements. If you are not familiar with what good body language involves you will need to jump onto Amazon and buy a couple of body language books. I suggest Julius Fast’s books on body language.

What you wear is also very important – it tells your prospect what you think of yourself. If you are well dressed it messages to your prospect that you value yourself highly, and the prospect will be inclined to do the same. If you are dressed poorly, the prospect will assume you are unorganised or a low status person – not a good start to a potential business relationship. Make sure you are well dressed from head to foot – nice shoes, pants, shirt, matching belt and jacket.

#### **4. Show some Personality**

Show your personality and passion for what you have to offer. People buy YOU! And people only buy from people they like – I’m sure you have been in the situation yourself where you like the product or service but not the person and you have decided not to buy because you just don’t like them – there is a strong voice inside of you saying “I don’t like you so there is just no way!”

Knowing your speech well will help you relax more, focus less on your speech and be more of who you are. People like and remember you if you have personality and character and you are interesting. So add your personal touch to your speech.

#### **5. Given them a Call to Action**

Keep it simple, clear and specific. Think about whom you want to work with? What would be a good referral? What do you want your audience to do? For example your call to action could be:

‘We love working with mothers with young children and would love to talk to you if you think you deserve to be spoilt.’ or ‘We’ve got a competition running at the moment and would like to invite you to enter. Please go to [www.competition.com](http://www.competition.com) and enter your name and email address.’ Or ‘To receive your free marketing resources valued at \$197, go to [www.freeresources.com](http://www.freeresources.com)’

Make your call to action interesting and fun.

## 6. Be Prepared

You must be prepared when attending a networking event. Too often we see business owners that have clearly not given any thought to their speech, a missed opportunity. You must know what your business does and how it can benefit your audience, know how to say that in one minute. Also, it is much better and gives you more credibility if you know your speech by heart and don't have to read it. This can be achieved by practising out loud, it's really worth it.

## 7. Make sure you are speaking to the decision maker

This step is frequently overlooked by business owners and sales people. There is absolutely no point having a great elevator speech if you are delivering it to people who will never buy your product or services (or be able to introduce you to their customers who will buy). Target events and audiences that people that are in your particular demographic are. Avoid events that are mainly full of sales people – they are trying to sell not buy and are rarely the decision makers in their organisations (in relation to buying anyway). I call this step the “target rich environment” test. You can feel it when you are in a room of prospects that are your target audience, its exciting. Don't fall into the trap of going to any old event – put some thought into where you are investing your time.

## 8. Flexibility

The final key is to constantly adapt your elevator speech to your audience and test what works and what doesn't. Don't just hold on to your one speech without adapting it. Constantly test it by checking the reaction of your audience and refine and adapt it depending on your audience and the feedback you get.

## Example of an Elevator Pitch

Hi, I'm Susan Werner from CFO Advisory. We work with business owners helping them make more money and building their businesses into successful enterprises that they can get a great price for. It's not uncommon for us to increase our customer's bottom lines by more than 20% in the first year and double the value of their business. Because we have proven methodologies for improving client's bottom lines, we guarantee our clients we will add more value than our fees or we won't charge them. If you are looking to improve your business or you would like a free business health check that identifies areas for improvement and values your business, then I would love to speak to you.

Thank you, here is my card. We offer smart solutions for business owners.

Here is a good structure to follow:

- Introduction: Name and Business Name
- What you do
- Benefits
- Call to Action
- Conclusion: Name and Business Name,
- Your Tagline (if you have one)