

Your 'Elevator Pitch'

What do you say to someone you've met which will grab their attention and interest in the first 30 seconds (the time it takes the 'elevator' to get to your floor!)?

Try this:

1. Say one sentence, based on the **results** you help people to have:

"I'm Mike of Castle Technology, and we help business leaders gain warm sales leads through a totally automated process."

Think this through very carefully – the results need to be stated in a form that *the other person will find persuasive*. It wouldn't work if you said, "I'm Mike, and we create software systems for streamlining online marketing". You will very likely need a different opening line for different categories of people you meet.

2. You know it's worked if they say, "tell me more"! And you talk about **who you work with** - include three '**pain points**' that your typical 'clients' feel:

"We work with business leaders who feel..."

- ...nervous and uncertain of where the next big order is coming from
- ...confused by the digital marketing world
- ...that no one else feels the responsibility they do for business growth"

3. ...and the next natural question might be, "what do you actually *do* for them?" And you say:

"We implement a totally integrated software system that takes away all the uncertainty about where their next orders are coming from."

4. It would be natural to want to know the **outcomes of your work**, so you might go on to say:

"In the last year, two of our clients landed their biggest order ever from a source that without our software they would have been totally unaware of..."

Stated all together, this might make a 60-second introduction for a networking or client meeting, if you need a formal approach.

If not, then approached this way and broken down as shown, it's a great way to begin a conversation about what you do, without 'flooding' the person you are talking to with too much info, 'talking at' them, or boring with them with the entire history of your company and your work!

We hope you have found this material useful. If you have any questions on how to use it, we'd be happy to talk you through it.

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