

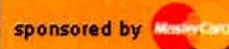
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- Biz Opportunities
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- Human Resources
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- Work Life
- Automotive

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- ▶ Current Issue
- ▶ Archives
- ▶ StartUps Magazine
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- Consultation
- Classifieds
- Special Offers
- Products & Services
- Magazine
- Subscriptions

Home > Entrepreneur Magazine > March 2006 > Make It Snappy

Make It Snappy

Use an elevator speech to captivate customers.

By Kimberly L. McCall | Entrepreneur Magazine - March 2006

Your reps need an elevator speech—a 15- to 30-second sales sound bite that succinctly communicates your company's offerings. Dianna Booher, author of *Speak With Confidence*, offers these guidelines:

- **State what you do in terms of benefits.** People don't really care what you do—they care what you can do for *them*. A rep for a sales-consulting company might say, "We help salespeople really engage buyers when they deliver sales presentations." This causes listeners to say, "Oh, yeah? We have problems with that."
- **Add a credibility builder.** Mentioning well-known clients shows that others value your services. A marketer could reference a high-profile project by saying, "We just wrapped a big web campaign for XYZ Co. that boosted sales by 20 per-cent in the third quarter."
- **End with an open question to engage the other person.** A rep pitching an event-planning company might ask, "How could your last event have been improved?"
- **Be quotable.** Make the speech memorable enough to be passed along to others who might be interested.
- **Deliver your speech off the cuff.** Instruct reps to talk as an advisor or a friend, rather than as a salesperson.
- **Skip industry jargon.** A rep should sound like he's talking to his brother, not to a prospective boss.

Kimberly L. McCall ("Marketing Angel") is president of [McCall Media & Marketing Inc.](#) and author of [Sell It, Baby! Marketing Angel's 37 Down-to-Earth & Practical How-To's on Marketing, Branding & Sales.](#)

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