What to Say After the Elevator Speech…

Many of us spend a lot of time getting our ideal clients' attention by creating a killer elevator speech, but that's really only the beginning of the relationship. Once you've got their attention, how do you "tell them more" without getting the dreaded slack-jawed glazed eyeball look of sheer boredom in response?

You talk about their situation, and your solution to it, in more detail. The best way to do that is with a common problem-solution scenario that you address in your business. I call this your 30-second follow-up. Here is my 10-step model:

RULE: You may not use the word "I" until the seventh step, and then just TWICE.

Step 1: Parrot the positive word spoken by the other person [repeat what was said as an affirmative]. This shows that you are actually listening, and engaging in a conversation, not a sales pitch.

Step 2: Start the first sentence with those three little magic words: "You know how…" Use these words to pave the way for your listener's understanding, reassure him/her that what's coming is something they can handle, and then...

Step 3: Outline the situation naming your ideal client as the star. Please do not be assumptive of need and use "you" when speaking to someone, even if you are SURE they are prospects. It is rude to assume a need, and an assumptive attitude can be offensive ("what, you think I NEED to lose weight?"). Plus, using the word "you" changes the tenor of the conversation, often causing the listener to erect barriers because they believe that you may be trying to sell them something.

Step 4: Specify the problem/barrier that has arisen from the situation. [But the problem is…]

Step 5: Identify the consequence of the problem. [So what happens is…]

Step 6: Pause. Allow your exquisitely drawn word picture (I can hope, can't I?) to sink in. Your listener's mind will start reviewing his/her list of acquaintances to see if there is a fit.

Step 7: Introduce yourself and YOUR unique multi-step process that is the solution to the problem. People LOVE hearing processes explained at appropriate times, and this ain't it. All you need to do is mention that you HAVE an X-step process to demonstrate your experience and credibility. You can get into details later.

Step 8: Explain what your clients SAY after working with you. Frame this in terms of results. This functions as a de facto testimonial. This can often be combined with the next step, which is...

Step 9: Wrap it up with how your clients FEEL about the results.

Step 10: Put the cherry on top of the whipped cream with a mention of the final results your clients get. I like to use the phrase "At the end of the day" but you can use whatever you like, such as: "Bottom line,..." or "That said,..." or "But what I think is..."

Example: My Follow Up

Step 1: Parrot	
Step 2: 3 Words	You know how…
Step 3: Scenario	…a lot of small business owners love what they DO, but hate to market?
Step 4: Problem	But the problem is that without marketing, there are no clients to DO for.
Step 5: Consequence	So what happens is that they either have to get a job-job or learn how to market to keep doing what they love and get paid for it.
Step 6: [Pause]	[Make eye contact]
Step 7: My Intro	Well, I am a marketing coach, and with my simple four-step process, my clients learn how to market their businesses in a way that's comfortable for them.
Step 8: Clients Say	My clients say they're relieved to have marketing strategies that attract clients instead of chase after them,
Step 9: Clients Feel	…and they're thrilled at how easy it all is.
Step 10: Wrap Up	But at the end of the day, what probably matters most is that they've finally found a way to be successful doing what they love.

Now, it is your turn! See the next page for your worksheet.

Worksheet:

Step 1: Parrot	
Step 2: 3 Words	You know how…
Step 3: Scenario	
Step 4: Problem	But the problem is…
Step 5: Consequence	So what happens is…
Step 6: [Pause]	[Make eye contact]
Step 7: My Intro	Well, I am a , and with my simple ____-step process, my clients
Step 8: Clients Say	My clients say
Step 9: Clients Feel	…and they're
Step 10: Wrap Up	But at the end of the day, what probably matters most is that