THE ELEVATOR PITCH

LENGTH
2 Hours

CERTIFICATION
This is a required module for:
- Networking Specialization
- Email Prospecting Specialization
- Social Selling Specialization

FORMAT
Live

The next time you need to introduce yourself to that high-powered executive and book an important meeting on a moment's notice, you'll be ready. In this module, participants will develop a tight, creative script for 'what you do,' throw in a hook, and pack it into 15, 30, and 60 second clips for ready use.

You will leave this training with 3 Elevator Pitch scripts, as well as personalized feedback and notes from our instructor on how you can improve your pitch delivery.

LEARNING OUTCOMES
After taking this course, you should be able to:
- understand the key elements of an elevator pitch
- speak more confidently and credibly when talking about your company
- strengthen your ability to connect and build rapport with others

COURSE OUTLINE

The Elevator Pitch
- What is an elevator pitch and how to use it
- Structuring your pitch – 15, 30, and 60 seconds
- Brainstorming: "So what exactly do you do?"

Drafting Your Script
- How to write a 15 second and 30 second pitch script
- Pitch rehearsal, initial delivery, feedback, and iteration

Adding Use-Cases
- Applying a storytelling methodology to your customer use-cases
- How to write a 60 second elevator pitch using examples
- Pitch rehearsal, initial delivery, feedback, and iteration

Role Play
- Elevator Pitch role play (round-robin format)

Assignments & Follow-up
- Elevator Pitch video submission
- Feedback scorecard and notes provided by instructor