

Elevator pitch



Elevator Pitch Elevator Pitch With the proliferation of new small businesses, one gets to hear a concise overview of the nature of entrepreneurial efforts frequently in elevators. As acquaintances get in the small cramped space together with people from the same professional environment, a well designed elevator pitch could just be the perfect opportunity to promote one's products or services. In this regard, the objective of the essay is to describe the most important characteristics of a clear and concise elevator pitch for a new small business.

First and foremost, an elevator pitch is a communication tool presenting “ an overview of a product, service, project, person, or other thing and is designed to get a conversation started” (O’Leary, par. 2).

Chris O’Leary proffered the most important characteristics of an elevator pitch using Nine C’s, to wit: “(1) Concise, (2) Clear, (3) Compelling, (4) Credible, (5) Conceptual, (6) Concrete; (7) Customized, (8) Consistent, and (9) Conversational” (O’Leary, par. 6). As indicated, the purpose of an elevator pitch is to relay crucial information to the person one is talking to in a most effective manner using the limited time, typically spent in an elevator ride.

In an article written by Pagliarini (2009), an elevator pitch must be designed to answer six particular questions: “(1) what is your product or service? (2) Who is your market? (3) How do you expect to make money? (4) Who is behind the company? (5) Who is your competition? And (6) What is your competitive advantage?” (Pagliarini, 2009, pars. 4 – 9).

Further, Pagliarini averred that the elevator pitch must contain characteristics that catches the attention of the person one is talking to; should be very concise to comprise approximately 150 to 225 words;

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delivered with genuine passion and enthusiasm; and aiming to obtain a request in terms of networking through referrals (Pagliarini, 2009).

In contemporary business and in an increasingly competitive environment, majority of professionals are always in such a hurry to go to one destination and transfer to another. As a consequence, communication tools, specifically designed to relay crucial information on business endeavors must be designed in a compact but holistic manner.

The elevator pitch is the most effective communication tool that professionals must be fully aware of to ensure that enough, yet comprehensive information is aptly relayed to prospective clients.

References

O’Leary, C. (n. d.). Elevator Pitch FAQ. Retrieved 21 October 2010.

Pagliarini, R. (2009). The Art of the Elevator Pitch. Retrieved 21 October 2010.