

ELEVATOR PITCH

You're standing in a hotel lobby, scrolling through Twitter on your phone, when you recognize the person standing next to you as the owner of some of the hottest restaurants in town. Coincidentally, you have a background in the food and beverage industry and would love nothing more than to be part of this owner's growing empire. Now's your chance to introduce yourself and wow him/her with your impressive awesomeness. It's time to roll out your big elevator pitch. You have an elevator pitch, right? Right?

An elevator pitch is a brief, persuasive speech that you use to spark interest in what your organization does. You can also use them to create interest in a project, idea, or product, or in yourself. A good elevator pitch should last no longer than a short elevator ride of 30 to 60 seconds, hence the name.

They should be interesting, memorable, and succinct. They also need to explain what makes you - or your organization, product, or idea unique.

Some people think that this kind of thing is only useful for salespeople who need to pitch their products and services, but you can also use them in other situations.

For example, you can use one to introduce your organization to potential clients or customers. You could use them in your organization to sell a new idea to your CEO, or to tell people about the change initiative that you're leading. You can even craft one to tell people what you do for a living.

It can take some time to get your pitch right. You'll likely go through several versions before finding one that is compelling, and that sounds natural in conversation.

