

## Honing Your Elevator Pitch

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# Types of Pitches



- 1.Stand-Up
- 2.Conversational
- 3.Trade Show Attendee
- 4.Trade Show Booth



#### Common Traits of Great Pitches

- Concise
- Short
- Sound Effortless

- Sound Natural
- State the 'What'
- State the 'How'





### Common Traits of Bad Pitches

- Ramble

Take too long

Over Detailed

Vague





## When developing your pitch...



- Be Positive
- Be Confident
- Be Selective

- Have a Logical Order
- Have a Call to Action
- Keep it Under a Minute



### When developing your pitch, don't...



- Brag
- Drop Brand Names

- Use Industry Jargon
- Take too Long



# When delivering your pitch...



- Smile
- Speak Clearly

- Maintain Eye Contact
- Pass the Mike



## Components of a Successful Pitch

- Personal Details
- 'What'
- 'How'





### Sample Stand-Up Pitch

Good morning, my name is Kate Baker and I am the Interim Director of the Small Business Development Center at the University at Albany where we help small businesses achieve big dreams through no-cost one on one consulting services tailored to meet the needs of small business owners. Can we be of assistance to your business?



#### Personal Details

Good morning, my name is Kate Baker and I am the Interim Director of the Small Business
Development Center at the University at Albany

- Name
- Title
- Organization



### The 'What'

'help small businesses achieve big dreams'

- What you do.
- What you sell.
- High-Level Overview
- Descriptive
- Mission/Vision



### The 'How'

'no-cost one on one consulting services tailored to meet the needs of small business owners'

- How you do the What
- USP
- Business Process



# The 'Hook' (Optional)

'Can we be of assistance to your business'

- Question
- Call to Action
- Engagement



# Making it Cohesive

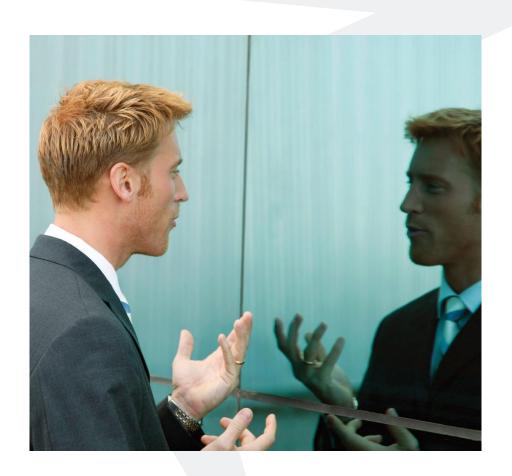


- Combine the parts
- Edit content to 75words or less



#### Practice

- In Front of a Mirror
- Out Loud
- Record and Listen





# Modifying the Pitch

- Conversational
- Tradeshow Attendee
- Tradeshow Booth







# Questions?

