

Your Elevator Pitch: Sell Them On Your Ideas, Your Organization, You!

MNN Annual Conference
November 2, 2016

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Take the fright out of presenting when you

sell your ideas
get funding
go on an interview

Agenda


- 3 key steps to creating powerful presentations
- Essential tips for writing your elevator pitch
- Using stories
- Deliver with confidence
- Wrap up

3 steps to creating powerful pitches

- Know your audience
- Write it out
- Anticipate questions

Step 1: Who is in your audience?

	Name & Role	Name & Role	Name & Role	Name & Role	Name & Role
What do you know about them?					
What are they like?					
Why are they here?					
What keeps them up at night?					
What do you want them to do?					



Step 2: A detailed outline will help you
focus on your key messages

Step 3: Learn to tackle questions

- Resist being defensive
- Understand the question
- Rephrase to confirm understanding



“Have I answered your question?”

Pick your audience and identify your goal

1) **Pain** - what is the problem? Can be phrased as a question.

“Were you aware that?”

2) **Solution** – what is your answer to the problem? Who do you serve, how do you help, and what outcome do you work toward? Why are you unique?

“We focus on.....”

3) **Proof** - why should I believe you? What have you done? What do others say about you?

“We’ve helped...” “We were recognized as....”

4) **Ask** – what is your call to action?

“Is this something you’d like to know more about?”

Follow the PSPA formula to create your 60 second elevator pitch

1) **Pain**_____

2) **Solution** _____

3) **Proof** _____

4) **Ask** _____

To deliver with confidence, passion and enthusiasm takes practice

- Know your material cold
- Body language, movement
- Eye contact
- BREATHE
- Pause

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