THE ELEVATOR PITCH

LENGTH
2 Hours

FORMAT
Live

Conferences. Meetings. Phone Calls. Dinner with friends. We all have to explain 'what we do' a lot. In this course, 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 module 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 & How To Use It
- Structuring Your Pitch – 15, 30, & 60 Seconds
- Brainstorming: "So What Exactly Do You Do?"

Drafting Your Script
- How To Write A 15 Second & 30 Second Pitch Script
- Pitch Rehearsal, Initial Delivery, Feedback, & 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, & Iteration

Role Play
- Elevator Pitch Role Play (Round-Robin Format)

Individual Coaching
- Elevator Pitch Video Submission
- 1-on-1 Review & Feedback With Instructor