**AYB Quick Tool:** Elevator Pitch for Business Development

**Description/Overview:** Provide a straightforward approach to building your elevator pitch that you can use to network and get the word out about You Inc., its value as a prospective client or partner and You Inc.’s commitment to always delivering a high quality work product.

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| What is an elevator pitch? | * It is a brief – 30 to 45 second – sales pitch about You, Inc.
* It lays out who You, Inc. is, what you do, why you do it and why that’s important to the listener
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| What’s the purpose of an elevator pitch? | * It is intended to engage the listener so that they want to learn more about You, Inc.
* It’s intended to start the process/conversation not “close the sale”
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| What does an elevator pitch look like? | * It is comprised of three parts. An elevator pitch:
	+ Presents You, Inc. and what it does
	+ Explains what makes You, Inc. unique
	+ Communicates why what it does is of value to the listener
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| What’s the primary objective for your elevator pitch? | * It’s to differentiate You, Inc. from its competition.
	+ Remember: No one cares how much you know, until they know how you care.
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Considering the three elements of a solid elevator pitch, below is an example of a You, Inc. Elevator Pitch:

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| **Elevator Pitch Element** | **You, Inc. Elevator Pitch**  |
| Present who You, Inc. and what it does | Hi, I’m John Smith. I just started You, Inc. after XX years as a successful journeyman or master Craftsman as a (insert Skilled Trade) |
| Explain why You, Inc. is unique | I’ve always been absolutely committed to becoming a true Craftsman, which to me means that you can always count on me to show up with a positive attitude and be that indispensable, go-to person on any job site that I have the opportunity to work on. |
| Communicate You, Inc.’s the value to the listener and engage them to offer a next step or become a referral | I imagine that you can think of a time or two when it would have been great to have hired a contractor that is committed to delivering their highest quality, work product in everything that they do, 100% of the time. You, Inc. is that contractor and I am making that commitment to you. Could you suggest who I might speak with about becoming a subcontractor for your company? If not, do you know who might know the person I should speak with? |

**You, Inc. Elevator Pitch Worksheet:**

1. Present who You, Inc. and what you do:

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2. Explain why what You, Inc. does is unique:

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3. Communicate You, Inc’s value to the listener in relation to their personal circumstances:

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3a. Engage the listener with a question or two to get them to want to learn more about You, Inc.:

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Now, make a few copies of this worksheet and fill in the blanks with your own words. Get it just right so that it feels natural for you. Then, practice, practice, practice. Come up with different takes on each element of the elevator pitch so you can change it to make meaningful to different listeners depending on their specific needs. Make it a part of you and go out there and start networking with the force multipliers that will point you to your dream job!