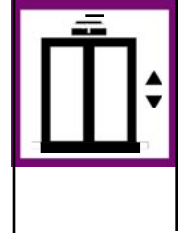


RIDING YOUR ELEVATOR SPEECH TO THE TOP



YOUR
16 SECOND
SUCCESS



Meet Strangers...Network Professionally...
Position Yourself...Extend Your Sphere of Influence...
all in the time it takes to ride an elevator!

Sixteen seconds is all the time it takes — and often all the time you get — to make a favorable first impression. That's the average time spent with a stranger in an elevator.

Learn how to develop your 'elevator' speech to effectively introduce yourself and your business, products and services to prospects. Develop your sixteen-second sound bite for use indoors and out, in work, social or interpersonal settings!

In a world in which we're all competing for peoples' attention, an elevator speech can whet strangers' appetites, showcase your unique selling propositions and let the listener know of your relevance to them. Let yours be an expression of you!



Push All
The Right
Buttons!

Learning Objectives

- ▶ Understanding Image and Presentation Skills
- ▶ How to Speak the Language of Benefits to Others
- ▶ Recasting Your Occupation's Title for Maximum Effect
- ▶ Qualifying Your Listeners Through Asking Questions
- ▶ Identifying Your Uniqueness/Competitive Advantage

How the Presentation is Delivered

Participants de-construct effective elevator speeches before constructing their own. They identify what makes their product, service or affiliation unique and learn to cast their profession or job title to emphasize their special qualities. Next they *sell themselves in sixteen seconds*, presenting their elevator speeches to a variety of others...as the clock ticks.

About Your Presenter

Communications expert Craig Harrison has helped thousands express their excellence. A past president of the NATIONAL SPEAKERS ASSOCIATION for Northern California, Craig currently trains executives, entrepreneurs, consultants, sales and marketing staffs and others to effectively bask in their sixteen seconds of fame. Even BUSINESS WEEK magazine recognizes Craig Harrison as the expert on elevator speeches!



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