

**BENEFIT STATEMENTS** <http://www.succeedinginbusiness.com/Tips/ElevatorSpeech.shtml>

I call these statements BENEFIT STATEMENTS for they focus on the benefits that you offer to your client/customer, as opposed to focusing on what it is you do.

You're in an elevator and in walks the prospect you've been trying to reach for a year. You've got 15 seconds to make an impression. What do you say...

"Hi, my name is Stan Smith, I sell real estate." or

"Hi, I'm Shirley Jones, I'm a financial consultant." or

"Hi, my name is Elizabeth Gonzalez, and I'm an executive recruiter."

How far do you think any of these statements will take you?

Do they continue the conversation? Do they get you an appointment? Do they get you any business? NO!

NO!! NO!!!

The reason these statements don't get you a response - or any business - is because they're focused on you. What you do. Not what's of interest - or benefit - to the customer.

As an alternative, Stan could say:

"Hi, my name is Stan Smith, I work with people who want to achieve superior returns on their real estate investments, while saving money on their taxes, and I'm so glad that I've finally got the opportunity to meet you Mr. Trump. Do you have a quick moment to chat, or may I give you a call at your office."

Shirley could say:

"Hi, I'm Shirley Jones, and I work with people who want to accumulate wealth by investing in undervalued securities. Do you have a moment?"

Elizabeth could say:

"Hi, my name is Elizabeth Gonzalez, I work with growing companies that need to find talented people so they can grow their business and become more profitable and successful. Do you have a moment?"