

What do you say when someone asks...

“WHAT DO YOU DO?”

When you meet people for the first time, one of the first questions they ask is, “What do you do?”

What you do as a Proctor Gallagher Consultant is unconventional, so it can be difficult to put into words.

This document will help you craft a response—an elevator speech—that will not only allow you to make a great first impression, but also get them interested in learning more.

What’s an Elevator Speech?

An elevator speech is a 30-second introduction that says who you are, what you do, and why it matters to potential clients.

The words shouldn’t be written in stone as you will need to adapt it to different circumstances (at a social event versus a scheduled meeting) while still being able to send the same powerful message.

Sample Elevator Speeches for Proctor Gallagher Consultants

When you are asked what you do, you might say:

I help make peoples dreams come true using a phenomenal new program called Thinking Into Results, can I tell you about it?

I improve the quality of people’s lives using science and psychology to help them reach their most elusive personal and professional goals - Is that something you might be interested in?

I support people who are frustrated, confused and isolated to find peace, clarity and connection so they can go all out and really live their lives instead of merely existing. Can I tell you more about it?

I help people get comfortable with achieving their wildest dreams. Is that something you or anyone you know might be interested in?

Let me ask you this - Do you have a dream or a goal that you have always wanted to achieve but haven't been able to? Do you know what's really been preventing you from having it?"

This will open up the conversation and make for a perfect segue into Thinking Into Results, allowing you to extend the conversation and develop a relationship with your prospect.

How to Close Your Elevator Speech

Even the most well-crafted elevator speech can fall flat without a strong finish. Your closing should issue a strong call to action. It should also be fluid enough to adapt to different situations.

You can ask for a referral, a presentation or for their permission to call them later if you're in a circumstance where time is limited. This opens the door to follow up at more length. "Our designers specialize in eCommerce websites. May I call to set up a presentation?"

Ask a question when time allows. Get information about your new contact and build rapport. One of the best ways to do so is to ask questions. The best questions are open-ended and spontaneous: "What are some of the biggest challenges you're facing in your life right now?"

Edit your speech with your delivery in mind. It should sound like your natural speech pattern. Practice it both on co-workers and, to ensure clarity, people not in your line of work. Know your message well enough that it flows spontaneously, rather than memorizing it, to be ready when the occasion arises.

Tips for Crafting Your Elevator Speech

- End with a flourish, not a shrug. Never weaken your message with a "Well, I guess that's it."
- Ignite the listener's curiosity and make him want to know more. Ask yourself "Will these words linger?" It should be simple and sincere, concise and compelling. Think of a tagline. A tagline is succinct, memorable and descriptive.
- Allow your "speech" to evolve. You'll undoubtedly find ways to improve it with practice.
- Make sure your elevator speech communicates the same message you deliver in other key marketing materials. It's just as much a part of your "brand" as your website and your print collateral.
- Speech differs from the written word, and your delivery should never sound like you're reading it.