

# 34TH DBE WORKSHOP & SECRETARY'S GOLDEN SHOVEL AWARDS

Diversifying  
Contracts in  
Design and  
Construction



## Developing Your Elevator Speech

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## The Elevator Speech

- The What
  - What is an elevator speech?
- The Why
  - Why is it important?
- The How
  - How do you create an impactful elevator speech?



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## The 4 “C’s” of a Great Elevator Pitch

- Concise
- Catchy
- Clear
- Call to Action

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**Elevator Pitch**

## The What

- Called an elevator speech or pitch because the typical time it takes to get from the bottom to top of a building by elevator
- 30 second “infomercial” about you or your company
- Usually 75-90 words
- Clear and concise “commercial” that is carefully planned, practiced and confidently delivered

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Resolution 4000 x 3200 px - free download - [www.psdgraphics.com](http://www.psdgraphics.com)

## The Why

- To grow Your Opportunities and Your Bottom Line
  
- What to Share
  - Who you are
  - What your objectives are
  - What you have to offer
  - What the benefits of hiring you or your company

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## The How - Get Prepared!

- Write it all down
  - Anything and everything you want people to know about you or your company
- Whittle it down
  - Get rid of excess descriptions, unnecessary or empty words
- Work on your speech
  - Develop strong short powerful sentences in a natural flow
- Memorize and Practice OUT LOUD
  - You have 30 seconds to make an impression!



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## Step 1 - You

- Smile and be poised
- Develop a “hook” – a memorable icebreaker
- Be confident and enthusiastic
- Tell the listener who you are

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## Step 1 - Exercise

- Know Your Target
  - Who are you here to talk to?
  
- Know Who You Are and Who You Help
  - Write down what you do to 10 different ways
  - Write down 10 different benefits to your employer/customer about what you do

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## Step 2 – Your Company

- Brief Company Description
  - Name
  - How long in business
  - Location
- Company Offerings
  - Specialty Products or Services
  - DBE Status
  - Niche/Proprietary Products
- Benefits to Listener
  - Successful projects
  - Competitive features



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## Step 2 – Exercise

- Identify you or your company's "why"
  - What do you love about what you do?
  
- What makes you or your company unique?
  - Problems solved
  - Achievements
  - Contributions

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## Step 3 – Wrap It Up

- Why you want to work with them
- Differentiators
  - Experience
  - Cost effective process
  - Product or service
- Keep them interested about what's next

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## Step 3 – Exercise

- Call to action
  - Set up a meeting or introduction
  - Discuss opportunities
- Edit it down to clear, concise message
- **PRACTICE! PRACTICE! PRACTICE!**

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## Ask Yourself...

- Am I targeting the right person or company?
- Am I ready to answer questions?
- What makes me or my company different from other firms?
- Who are my competitors and what makes them successful?
- What's my unique selling proposition?
- What do I want to have happen at the end of my elevator speech?

REMEMBER - THE PERSON YOU ARE TALKING TO WANTS TO KNOW  
"WHAT'S IN IT FOR ME?"



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**Don't forget to fill out the  
evaluation for this session.**  
These evaluations help shape  
future events,  
Thank You.

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