

Elevator Pitch Development

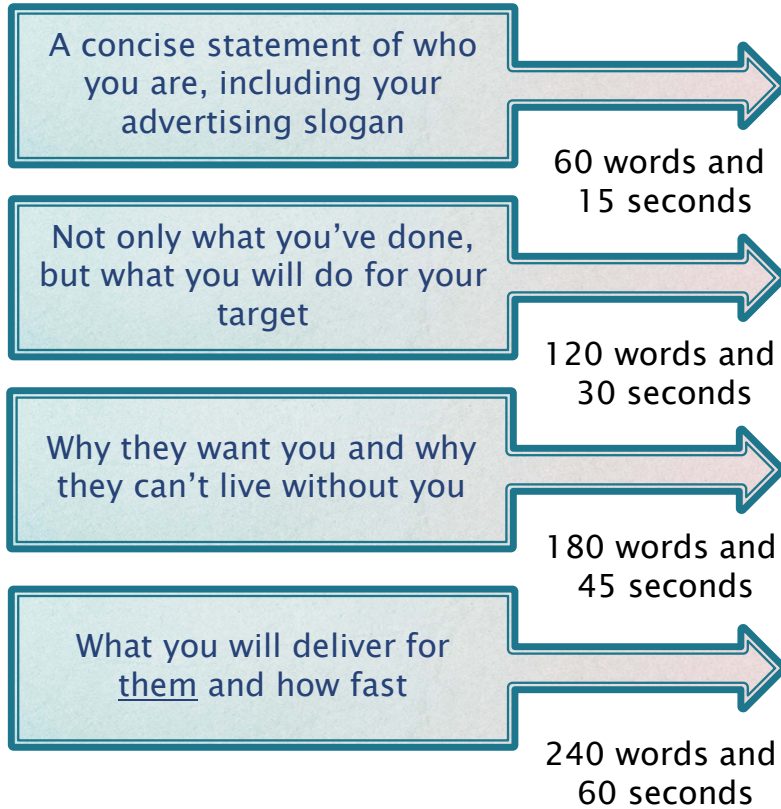
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Elevator Pitch Summary

- You only have 60 seconds to tell them:
 - Who are you
 - What value you bring
 - Why you are the person that should have the job
 - What your goals are to deliver immediate value
- You must pull them in quickly
 - If you don't have them in the first 30 seconds, its all over
 - If you do, they will let you go 60 seconds and they'll ask for more

Elevator Pitch Contents



Example for Estaban Cambiar (Change Executive) - 60 Second Commercial

Elevator Pitch

Who –

My name is Estaban Cambiar and I'm a proven commercial and operations change leader. I deliver supply chain excellence.

What –

I can transform your purchasing activities; giving you outstanding strategic sourcing and transaction management. I've done it before. At Big Corporation, I led the redesign of the company's procurement processes. This effort saved 10% annually on materials and services spend, and reduced fixed costs by 40%. I can do the same for you.

Why –

My capabilities are well matched with the needs of your organization as you're seeking your own transformation. My background in commercial, operations and engineering roles makes me uniquely qualified to understand client requirements in your company. This experience and my ability to drive change is what you need. I can quickly deploy robust sourcing capabilities to produce significant savings near term. I can also help your team build the right strategies and execute rapidly to capture additional variable and fixed cost reductions.

Goal –

Within two months of my joining you, we will be doing strong strategic sourcing on high value added commodities. Within one year, we will have best in class sourcing in all areas. Within two years, our transactional processes will match this level of performance. That will give us a 5-15% annual spend savings and fixed cost reductions of at least 20%.

Statistics (60 words will take about 15 seconds) –

229 words and 54 seconds for full pitch

168 words and 38 seconds for who, what and why

71 words and 18 seconds for who and what

Elevator Pitch Critical Points

- Make each section strong and crisp
- Each piece should stand on its own, but flow easily into the next
 - 30 second pitch – Hit them between the eyes with Who and What
 - 45 second pitch – Drive your point home with Why
 - 60 second pitch – Complete the sale with realistic but daring Goals
- Be prepared to go further if asked