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Welcome

Una McSorley

Marcomm Training

COVID-19 Webinar:

How to Craft a Perfect Elevator Pitch

11 August 2020



Overview

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Start

What is an
elevator pitch

Finish

What next?

Creating your
elevator pitch

What is an Elevator Pitch?

“The purpose of an elevator pitch is to describe a situation or solution so compelling that the person you’re with wants to hear more even after the elevator ride is over”

Seth Godin

Elevator Pitch

- Delivered 30-60 seconds
- Verbal business card
- Take the conversation further



- Start conversations
- Introduce organisation
- Sell new idea
- Networking



Where else?

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Social media

The footer of your emails

Your website

Creating your Elevator Pitch



There is no PERFECT pitch formula



Five Step Process to Create an Elevator Pitch

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Understand your objective 01



Understand your audience 02



Problem 03



Solution 04



Call to action 05



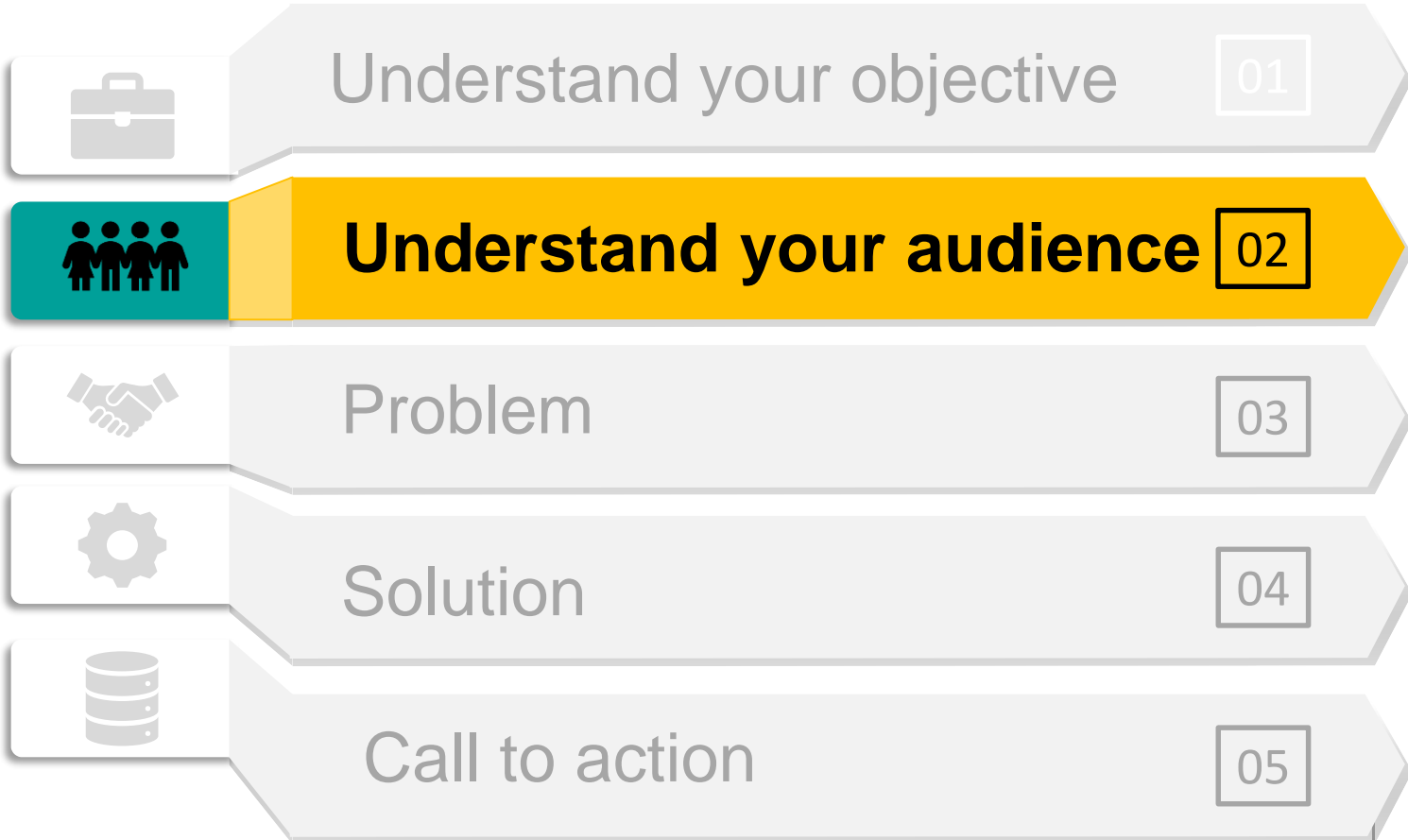
Example:

To raise awareness of
a new app that I have
developed to help
university lecturers
engage their students



Five Step Process to Create an Elevator Pitch

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**Who you
are?**

**What do
you do?**

**What is the
problem?**

**What is
your
solution?**

**What are the
key benefits?**

**What do
you want?**

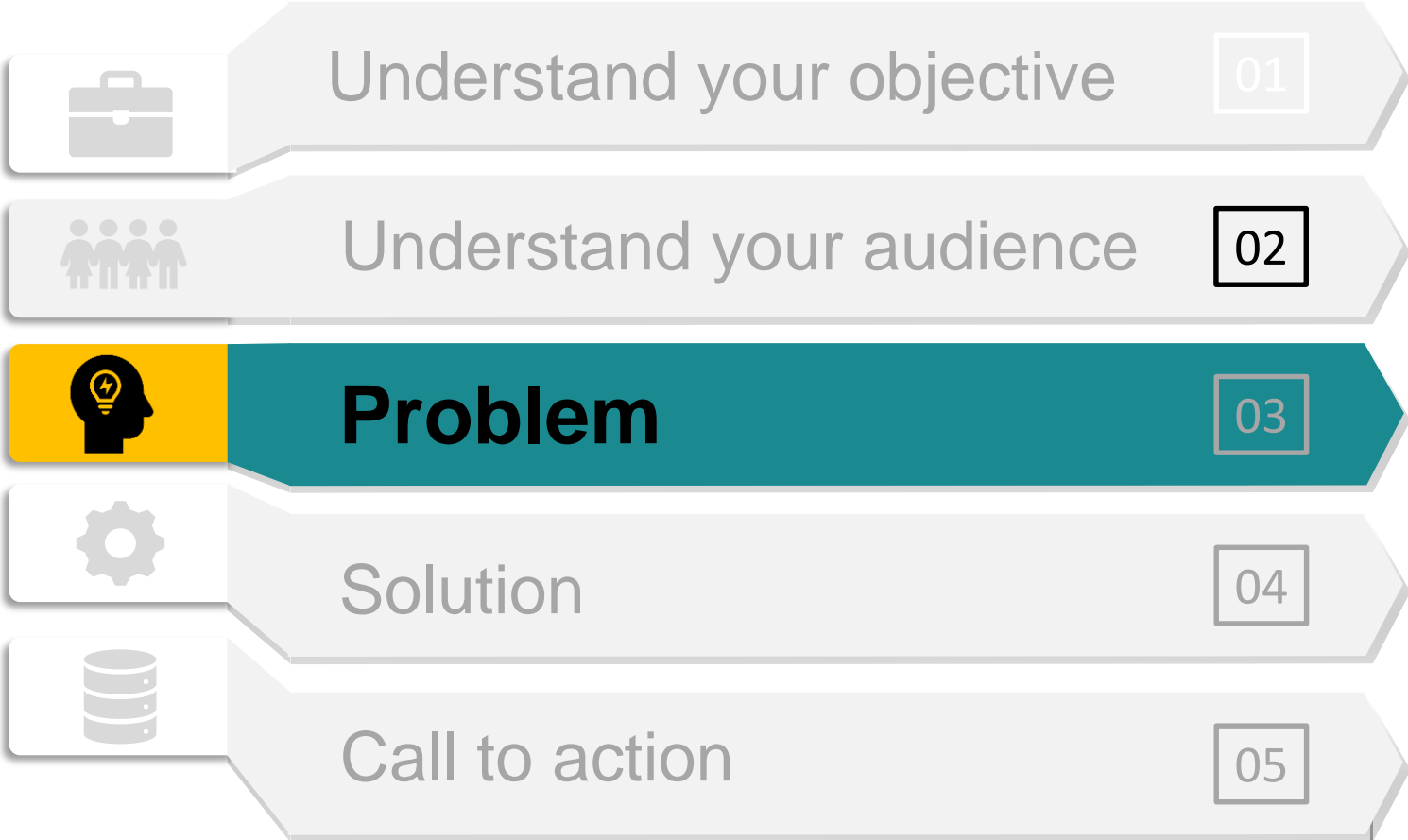
Target Audience

- Academic leaders
- Potential investors
- New recruits



Five Step Process to Create an Elevator Pitch

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Questions

1. What was their major challenge?
2. How did you help them?
3. What benefits do they see?



Problem

University lecturers are having a difficult time connecting and engaging with students because of the distractions caused by social media.

Students are struggling and lecturers are now on the hotseat as they are responsible for student results



Five Step Process to Create an Elevator Pitch



Understand your objective

01



Understand your audience

02



Problem

03



Solution

04



Call to action

05

Solution

We help lecturers improve classroom engagement by 200% by using a platform that enables students to participate through social media



Five Step Process to Create an Elevator Pitch

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Understand your objective

01



Understand your audience

02



Problem

03



Solution

04



Call to action

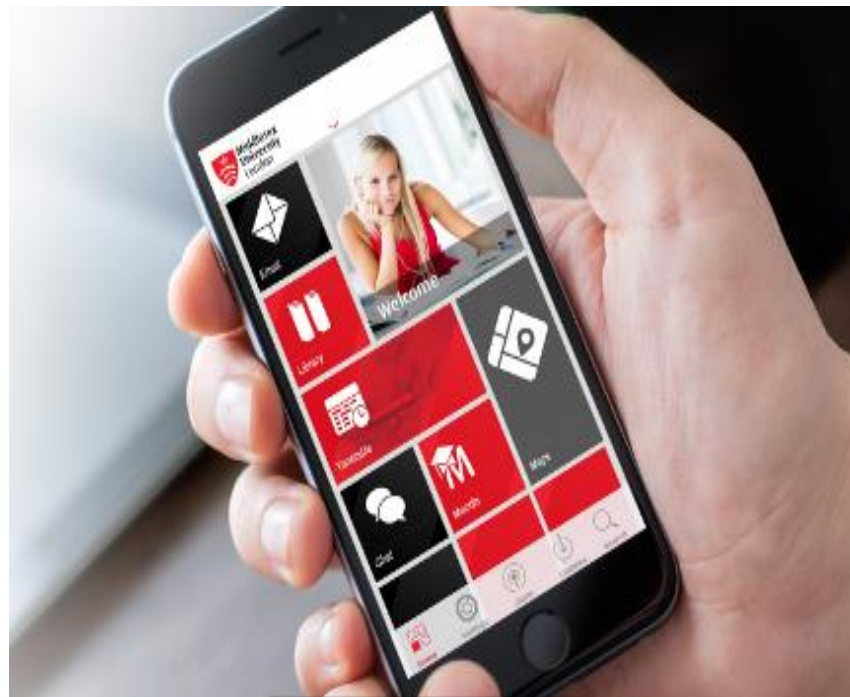
05

Call to Action

Academics: I'm looking to find academic leaders who can use our technology

Investors: I'm looking to have conversations with potential funding partners

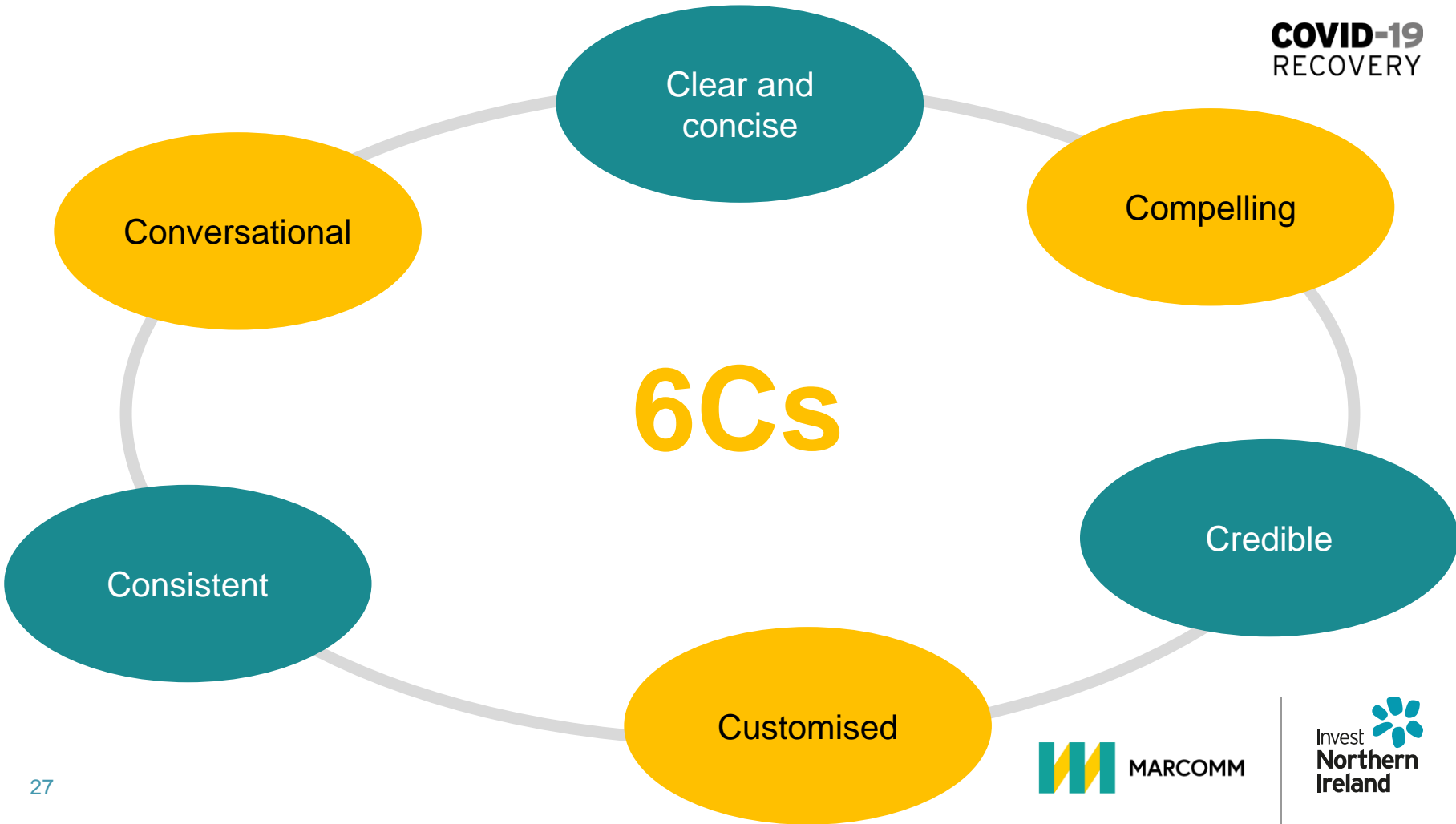
Hiring Fairs: I'm trying to find talent to join our team.

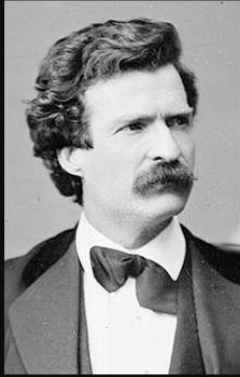


Pitch

I'm Una Mc Sorley an Ap developer with Marcomm. We help lectures reconnect with their students to deliver results. We've built a platform that enables students to participate and learn through social media. I'm here to meet academic leaders to see how we can help your teams.

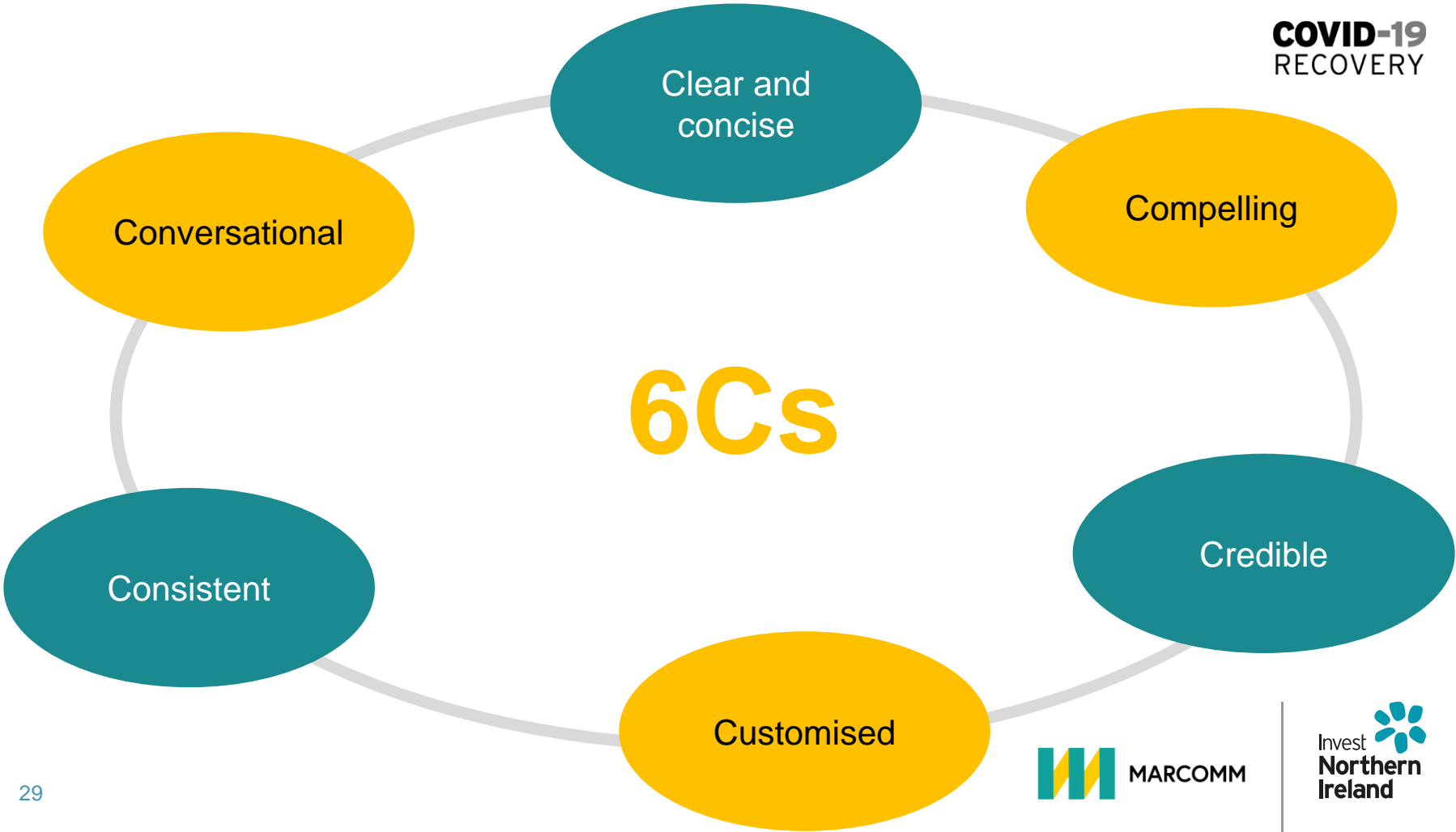






MARK
TWIN

*“I didn’t have time
to write a short letter,
so I wrote a long one
instead.”*



Elevator Pitch: Accountancy Partners

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Who am I?



What do we do and for whom?



What are the benefits of what we do?

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Who am I?



I'm Una McSorley founder of Marcomm training which I set up in 2002.



What do you do and for whom?

What do you do and for whom?

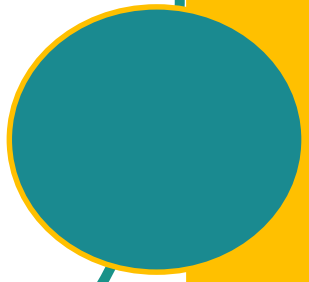
We specialise in communication skills training for professionals because often these are the skills not taught as part of your accountancy qualification.

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What are the benefits of your solution?



We help your young accountants to communicate clearly and confidently in a way that connects with people

Elevator Pitch: Accountancy Partners

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I'm Una McSorley, founder of Marcomm Training, based in NI Ireland and we specialise in communication skills training for professionals. We've been helping your young DFK accountants to communicate better because often these are the skills not taught as part of their accountancy qualification. Through our training we help them to communicate clearly and confidently and in a way that connects with your clients.





Practice

- Dry run
- Use a mirror
- Record
- Listen back
- 10 times



Ask open ended questions



Where do you work?

Where



What inspired you...?

Where Inspired



What do you like most about...?



What was...like when you started?

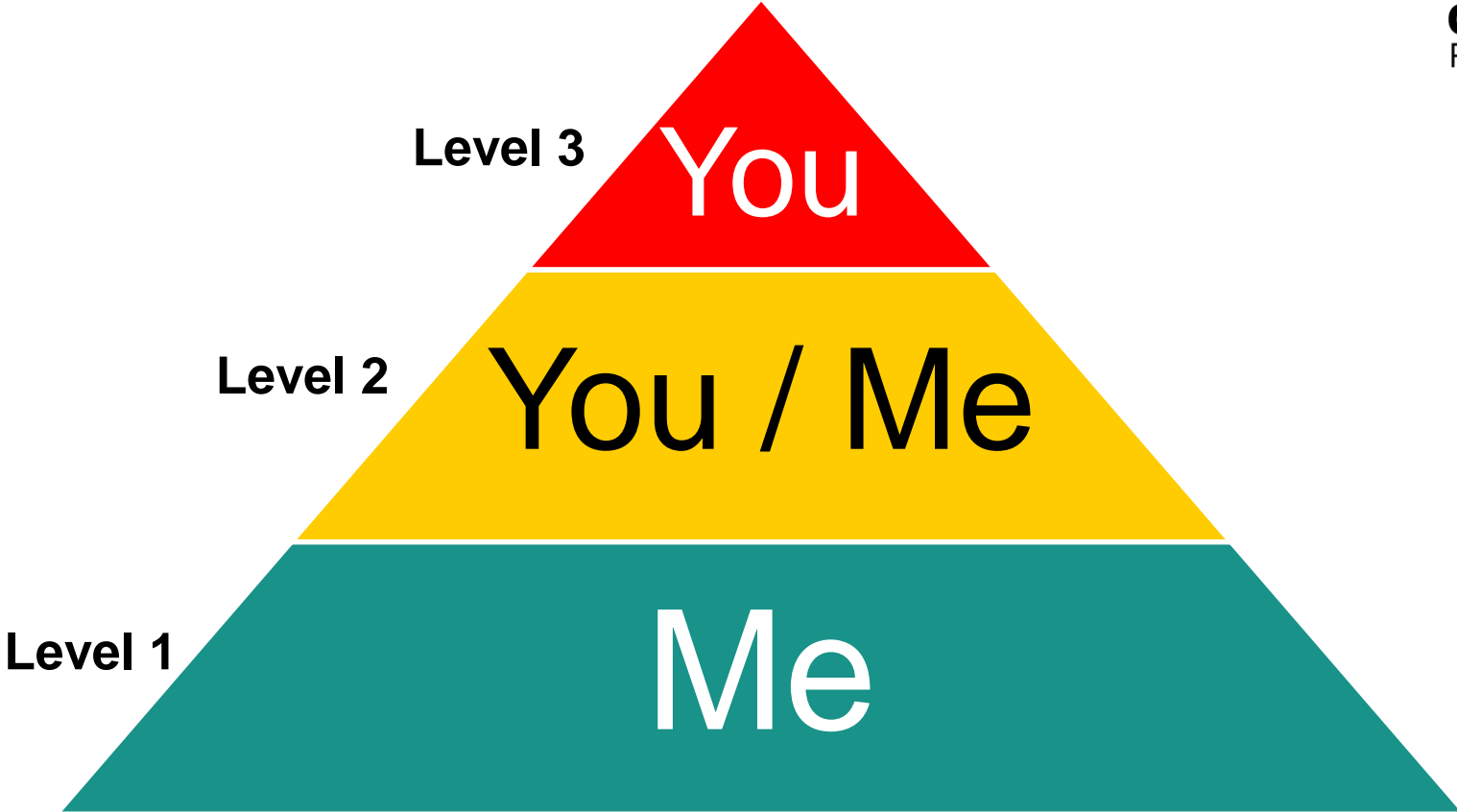


How do you approach...now?




The art of listening









A red pushpin is pinned to the top center of a white, lined piece of paper. The paper is placed on a corkboard background. The text on the paper is written in a black, serif font and is arranged in two lines.

By helping others...
...we help ourselves

Questions

Useful Links

www.investni.com/newsletter

www.investni.com/events

www.nibusinessinfo.co.uk