



The Elevator Speech --A Personal Value Proposition Statement

A Personal Value Proposition, also known as the 'elevator speech', is a summary statement that describes how your unique set of knowledge, skills, and abilities benefits a contact, employer, or client. Each statement has a purpose, depending on the specific goals of making the contact. The statement is utilized to introduce yourself or your company to a new contact and to build a solid foundation for networking with potential employers and clients, and to ask for what you need.

The statement should be developed, written, and rehearsed, so that it sounds smooth, natural and authentic. The speech should be concise and last about 30 seconds to one minute. The statement should be relevant and appropriate for the venue, situation, and audience. Depending on the situation, the speech may be presented as a monologue and other times it may be squeezed naturally into a conversation in a dialogue form. ❖

The statement includes a combination of the following four elements:

1. WHO you are, specific to the purpose of the contact. Explain who you are in terms of how you identify yourself.
 - a. Adult Professional:
 - Full Name
 - Education / Training
 - Specialization / Expertise
 - Current Employer
 - b. Student / Recent Graduate:
 - Name of the school or university you attended
 - Major course of study or specialty
 - Work, Internship, or Volunteer Experience
 - Relevant Personality Traits / Characteristics
2. WHAT you do, specific to the purpose of the contact. Describe briefly the job you perform, would like to perform, or the product(s) or service(s) that your company sells.
 - What you offer in terms of features and benefits to a contact, employer, or client.
 - Describe three relevant differentiating traits, features, or strengths that you possess.
3. WHY and HOW the benefits that you offer are special, specific to the purpose of the contact. Explain how your unique features and what you do would make a tangible difference to the contact, employer, or client.
 - Give a relevant real-life example.
 - Use facts and data to demonstrate results.



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4. WHICH type of referral you are seeking, specific to the purpose of the contact. Explain the specific type of referral for which you are looking.
 - Politely request what you want / need.
 - Get their card or contact information and ask permission to follow-up with the contact at a later time.

An example speech: Asking for referral to potential employee

APPROPRIATE GREETING:

"Good afternoon! It is a pleasure to meet you." (*Extend your hand to greet the person. Shake their hand and give them your business card.*)

WHO YOU ARE:

"I am Jane Doe, Chair of the School of Business at ABC Institute."

WHAT YOU DO:

"I manage the faculty, students, and programs of the School of Business at ABC's Austin campus. My program specializes in Business and Project Management."

WHY AND HOW THE BENEFITS THAT YOU OFFER ARE SPECIAL:

"We offer an excellent career opportunity for someone with an MBA and teaching experience."

WHICH TYPE OF REFERRAL YOU ARE SEEKING:

"We are hiring business lecturers to teach for the School of Business & Project Management. The instructor must have 10 years of relevant work experience and an MBA. Do you know anyone that may be a good candidate for this position?" Wait for answer. Answer any questions that they may have.

PERMISSION TO FOLLOW UP:

"May I contact you later this week to get the contact information for that person?"

Thank them for their time and remind them how much you enjoyed meeting them.

*Send a follow-up thank you email or note.



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1. Create a relevant elevator speech specific to a purpose: Introducing yourself / Sales pitch / Who you are and why someone would want to do business with you or hire you.

*Use the components described above to complete the statement.

APPROPRIATE GREETING

WHO YOU ARE:

WHAT YOU DO:

WHICH TYPE OF REFERRAL YOU ARE SEEKING:

PERMISSION TO FOLLOW UP:

2. Create a relevant elevator speech specific to a purpose: Asking for Business / Job

*Use the components described above to complete the statement.

APPROPRIATE GREETING:

WHO YOU ARE:

WHAT YOU DO:

WHICH TYPE OF REFERRAL YOU ARE SEEKING:

PERMISSION TO FOLLOW UP:

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3. Create a relevant elevator speech specific to a purpose: Asking for referral for business / job.

*Use the components described above to complete the statement.

APPROPRIATE GREETING:

WHO YOU ARE:

WHAT YOU DO:

WHICH TYPE OF REFERRAL YOU ARE SEEKING:

PERMISSION TO FOLLOW UP:

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