

Best Practices for Elevator Speeches



An elevator speech is a thirty second commercial about you. Use it to establish yourself and explain what you do in an interesting and dynamic way so others will know who you are.

What to do:

- Practice out loud a few versions of your speech and keep practicing them until you are comfortable.
- Use information that is relevant to the event you will be attending.
- Go with a positive attitude – others will be able to tell if you don't want to be there.
- Focus on body language. Look people in the eye. Avoid crossing your arms, closing yourself off.
- Make sure you ask others what they do as well. Most people like to talk about themselves.

Your commercial should consist of:

- First and last name
- Company/firm name
- Position within your company
- An interesting fact about the type of work you do

A good elevator speech could sound something like this:

“Hello, my name is Sarah Smith and I am a tax accountant with ABC Company, a CPA and consulting firm located in St. Paul. My job is to help people and businesses keep more of the money that they make. That means I work throughout the year to make sure all of our clients take advantage of every legal method to save taxes.”

The speech is short and specific. It provides useful information clearly and encourages the other person to ask you more questions based on what you have already told them – which is exactly what you want to happen.