

# PROFITABLE PRINT RELATIONSHIPS

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## The Successful Print Sales Circle

### Video 26: Elevator pitch and sales letter

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Hello and welcome to month four of creating and launching your new product or service in The Successful Print Sales Circle. Now over the last three months, you have got together, all the information, all the details you need, to make a really powerful sales proposition. But knowing that sales proposition and being able to express it in a way that a customer or a prospect understands it quickly, are two very different things.

So in this month's video, we're going to focus on making an elevator pitch. Now, what's an elevator pitch? Well, the idea of an elevator pitch was invented, I think in the 1920s, when someone who became a very famous sales trainer was starting out their career as a sales person and they hated sales and they weren't confident at it.

So what they decided to do was every time they came within two meters of somebody else, they had to go up to that person, start a conversation and introduce themselves and what they offered. Naturally, this applied when they got into a lift or an elevator and clearly when you're in a lift or an elevator, you have a very short time because someone's just going up a few floors or going down a few floors, and then they're getting out of the lift or elevator. So you have to be able to get your message over, really well and really quickly and that's what their sales trainer ended up doing and the term elevator pitch was born.

Now, you don't have to go and sell your products or services in a lift or elevator unless you really want to but there are so many times when it's important to be able to get your message over to a prospect or customer in a short period of time. Maybe you're networking. Maybe you're having a quick conversation. But equally in an email or a sales letter, people have a limited attention span for which they're going to give to that letter or email.

So people have an elevator pitch in their mind and use it to structure and inform all that other sales approaches, have a much better chance of establishing that initial relationship with the customer and gaining their interest, controlling the sales conversation and achieving the sale.

Those who don't have that same structured approach may struggle to get the same number of sales. They may lapse into the old price, service, quality conversation that so many people who sell print still have and they'll be fighting about price and people won't value what they're offering. So that's why the elevator pitch is so important.

When you've completed your elevator pitch, you will have the structure that you can use in so many different ways of selling your product or service. You can use it in your sales letters. That's what we're going to produce at the end of today's video as well. You can produce it in emails, on your brochure, on your website, on your email signature, in your tagline, which is basically a seven-word version of your elevator pitch and you can use it in your social media as well.

There are so many times that you can use an elevator pitch effectively and use it to structure what you want to put over in a different format. So, it's a really useful exercise to work through, especially as we're going to combine it today once we have the elevator pitch and use it to create your sales email or sales letter as well. So without further ado, let's jump right in and get to it because creating an elevator pitch is much easier than it may sound.

Step one is to state your audience and of course, you already did this in video 20. You can refer back to the three-point statement that you created in step two, of video 22, and you'll have the answer and the phrasing there already.

Now in the worksheets, I've given you some extra things to think about and some extra questions to answer, just to make sure that you fill this answer out in the right way so that it comes across compellingly to your audience.

Step two is to name the pain, name the business challenge they have and to solve it. And again, you've already done this work. It's there in that three-point statement, so you can go back and use that again.

There's a couple of other things I want you to think about though. First of all, I often come across an elevator pitch which starts really well and you have a salesperson, they state their audience, they state that pain, that business challenge, and then they state how they solve it. At this point they suddenly go into such a long dialogue, all about their product or service and how it's great, and you can see the prospect's eyes glazing over as they lose interest. The important thing at this point is just to state how you solve it very, very quickly.

If your prospect is interested, they'll ask you more questions. It's also useful to phrase the business challenge that your customer may be facing in terms of pain. So I've given you some ways to help you with this in the worksheet.

Then finally, think about the results as well. We looked at result driven proof in step three of video 24. So have a look at that and you'll have the answers there to put down and this then creates a really powerful pain and solution step in your elevator pitch.

Step three is to state your difference. You did that it last month, so that's already done for you as well. The only other thing that you might want to do is to make sure that you are saying to people, what other people do that isn't as effective. So I've given you a question to work through that on the worksheet as well.

Throughout these first three steps, work through the questions on the worksheet, you'll see your elevator pitch gradually taking form but it may seem a bit clunky. You've got little blocks text here and there. You're not quite sure how to put them together. It's all coming together in step four because in step four, we're going to write that elevator pitch.

Now the worksheet will really help you with this. What I've done is I've given you my elevator pitch and I've written it out all in one go, and then I've repeated it but I've split it out so that you can see exactly where each chunk that you've created in steps one to three, fits into the structure and goes together. So what I'd like you to do then is to write out your elevator pitch in the same way.

Now to start with, you could almost copy mine word for word, but ideally, you're going to put your phrasing and your take on it. Don't feel that yours has to sound exactly the same as mine. I far sooner that it was in language that works for your target audience and that it brings a little of you into it as well.

When you've done this, we can move on to step five and step five is to practice because I want you to be using this elevator pitch day in, day out, all the time. Remember, that it's not just for all the uses that I outlined in the introduction to this video. It's also the basis and the structure for your sales conversations. Naturally, you're not going to come out with a whole elevator pitch all in one go when you're talking to someone, but you are going to be using that as a structure to try and get over your key points quickly at the beginning of the conversation, if they don't know you or they don't know that particular product or service.

So, start practicing by reading out the elevator pitch and it'll seem strange to do that, to begin with. It's absolutely fine because you're not used to it but keep reading it. Try doing it once or twice a day and then try doing it without looking at the words. And to begin with you may struggle as well, because you've got to try and remember everything but you're not trying to remember the exact words. You're trying to make sure that you can get over all the key points in a great way to other people.

Now, if you struggle with remembering exactly what you should be saying, one tip that I have is to use four picture cards. Now I find picture cards really useful as a way of reminding me what I should be saying. I use them when I'm doing long presentations all the time. My slides act as my picture cards. But all you need to do is do four illustrations. You can download them from the web. You can draw them yourself. Wherever you want. They don't have to be great pictures. They don't even have to be pictures of what you're talking about. They just have to trigger what you've got to say.

So draw a picture of your target audience. Draw a picture of the business challenge or pain that they face. Draw a picture of the solution and draw a picture of your difference and as long as those pictures just trigger, "Oh yeah, that's my difference and I remember what it is now," they're doing their job. They're not going to be seen by anyone else but it allows you to talk naturally, but also to be reminded of what you should be saying.

The last thing you want to do is desperately trying to remember every exact word you should be saying or coming across like some scripted, automated. This is where you break away slightly from the words that you've written down and let yourself come into it and then it will come across as a powerful and believable introduction to your product or your service. Persevere with it. It'll take a little bit of time and that's absolutely fine but at the end, you'll be able to use this anytime you need to when you're talking to people. And I find it so useful to have all these elevator scripts for my different products and services in my head, so that whenever I'm talking to someone, I can bring out the right one and tell them about it without having to worry what I'm going to say, or to fall back into kind of all the old bad sales words and phrases that I don't really want to be using.

The final stage of step five is to practice giving your elevator pitch to a colleague or better still a friend or even better a prospect and get them to give you some honest feedback on it; what they're hearing. Are they getting the message? Is it coming over in the right way? But tell them to tell you exactly what they think about this and do you need to make any tweaks or changes to it?

So congratulations, you now have your elevator pitch and we can move on to step six and in step six, we're going to convert our elevator pitch into another use. For this, we're going to create a sales letter. You can use it as a direct mail letter, or you can use it as an email. You could even use this as the basis for a blog or a longer form sales conversation. And again, what I've done is I've given an example of a printing company that's using leaflets and door drop and selling it to local retail and I have given you the complete letter. And then again, I've broken it down to show you where I've worked in all the elements of the elevator pitch.

You'll see that it's moved away slightly from the pitch and I've used a lot here from a results-driven testimonial that I got from one of my existing customers. So again, refer back to the testimonials that you were using earlier on in the exercise to produce the results for how you solve the problem for your customers. Refer back to that testimonial if you have one already, and I've actually included the full testimonial in the letter, so it creates social proof and data-driven proof as well. But I've used that as the basis for the letter and then I've worked in the elevator script around it as well. Have a look and see what you think.

Your sales letter doesn't have to follow exactly the same format as mine. It doesn't have to be the same word for word, but use it as a way to create your own sales letter. And when you've done your sales letter, again, run it by other people for feedback. If you're a gold member, please pass it by me and I'd be delighted to give you my feedback on it as well.

Once you've created your sales letter, we can move on to step seven. Step seven is to share your success. So your task for this month is to create an elevator pitch and to create a sales letter. You'll see all hard work that you've put in over the past three months, coming together into this month's assignments and you'll have two really useful sales tools as a result.

Now, when we carry on this project next month, we're going to create some visuals and some other things that we'll need around this and then finally in month six, we'll be getting that sales message out there and you were getting to see the sales come in.

Next week, we have our group sales call. I'm really looking forward to seeing you on it. I'm looking forward to hearing how you're getting on with creating these sales messages for your products and services, as well as answering any other questions that you might have.

Then when we move to next month, we'll be looking at using your email newsletter to drive sales and starting to measure the right results from it and we'll be putting together visuals and samples for your product or service, so you've got everything you need to go out to customers with it as well. I look forward to seeing you next week on the call in the meantime.