Elevator Speech

An elevator speech is a memorable 60-second speech to introduce yourself, your business, organization, or affiliation to a potential volunteer, donor, or sponsor. It describes how you offer value, benefit, and quality to your customer or client. It is short and concise, and should easily roll off your tongue.

**Anatomy of a Successful Elevator (or Relay) Speech**

**Basics**: (preparation)

What is your specific product/service?

What is your select target market, if any? **Relay Community \_\_\_\_\_\_\_\_\_\_\_\_\_**

Are there unique benefits to a particular group?

Do you have special qualifications as a professional in your industry? **Yes, you are an American Cancer Society volunteer! If you have any other great credentials, share those too!**

**Opening:** (18 seconds)

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Name: **American Cancer Society Relay For Life of \_\_\_\_\_\_\_\_\_\_\_\_**

Overview of different products and services.

What type of business or clients do you currently have?

**Tell a Story:** (20 seconds)

Paint a picture of why you got involved. Some possibilities include: How cancer has affected someone you care about, some interesting facts about American Cancer Society research, etc. The bottom line is whatever aspect of the American Cancer Society and the Relay For Life event brings out a passion in you is what you should talk about!

**Ask for Business**: (10 seconds)

Ask them to get involved with the American Cancer Society Relay For Life event!

**Ending:** (7 seconds)

Leave information and thank them for their time. If you really want to get to the next step, ask them when they might be willing to have a Relay For Life volunteer come to present to their business/group, and by when they’d like to get that done.

**Example:** Now it’s your turn . . . you have 60 seconds . . . GO!