

ELEVATOR SPEECH TEMPLATE

| <h3>What Happens on That Floor?</h3> | |
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| 7th Floor | Ask! Either ask what they do, or ask by bringing the subject back to you. <i>Enough about me. What's your line of work?</i> |
| 6th Floor | What you do for them! Your USP, Unique Selling Proposition <i>Workgroups request my services because they know they will walk away with strategies that will help them better communicate.</i> |
| 5th Floor | Your Why (people don't buy what you do; they buy why you do it) <i>I guide teams in discovering their DISC style and learning how to speak each other's DISC language.</i> |
| 4th Floor | What you deliver. <i>When teams identify the observable behaviors of each member, they are much more unified in their approach to tasks.</i> |
| 3rd Floor | What is your Expertise? Years in business, major accomplishments, etc... <i>I specialize in helping individuals and teams celebrate their differences.</i> |
| 2nd Floor | Describe WHAT you do. <i>I'm a Manager and Facilitator who thrives in conducting teambuilding exercises.</i> |
| 1st Floor | Who you are (Your Name) <i>Hello! My name is Francine Burroughs.</i> |

Hello! My name is Francine Burroughs. I'm a Manager and Facilitator who thrives in conducting teambuilding exercises, and who specializes in helping individuals and teams celebrate their differences. When teams identify the observable behaviors of each member, they are much more unified in their approach to tasks. That's where I come in! I guide teams in discovering their DISC style and learning how to speak each other's DISC language. Workgroups request my services because they know they will walk away with strategies that will help them better communicate. Enough about me. What's your line of work?