



This page provides **Manager's Notes for Participant Handout Page 1**. Use as a reference and guide for planning and leading an interactive sales meeting or coaching session. It is meant to be a general guide and not a script. Add your own examples and wording.

<b>Manager's Notes for Participant Handout Page 1</b>		
<b>Brainstorm and Discussion Activity: What is an Elevator Speech?</b>		<b>Notes</b>
<b>Estimated Time</b>	5 minutes	
<b>Purpose/Objectives</b>	<ol style="list-style-type: none"> <li>1. State the overall purpose of the session (see comment #1 in Teaching Tips and Suggested Sequence below).</li> <li>2. Identify what the sales team may already know about elevator speeches.</li> </ol>	
<b>Teaching Tips and Suggested Sequence</b>	<ol style="list-style-type: none"> <li>1. Begin this coaching session by saying something like, "The purpose of this segment of the coaching session is to improve our ability to prepare and present elevator speeches. An elevator speech is a sales tool that will help us win more business. This is a safe place to practice and discuss with your peers some effective ways to utilize elevator speeches for different sales situations that we all encounter."</li> <li>2. Ask your sales team the question shown on page 1: "What is an elevator speech?" It is likely that some, but not all, of your salespeople will have heard of elevator speeches. After listening to their answers, you can give your own short definition, if desired.</li> <li>3. Make a transition comment such as "Turn to page 2 of your handout packet. We'll use this page to define and explain the elements of an elevator speech. You'll notice that it supports a lot of what you just shared."</li> </ol>	