



## HOW TO IMPROVE YOUR ELEVATOR PITCH

### ELEVATOR PITCH DO'S



**BE FRIENDLY**  
Engage people in a two-way conversation and show genuine interest in them.



**SHARE**  
Find an example that best describes what you do and your profession.



**KEEP IT SHORT**  
Catch your audience's attention in the first few seconds.



**BE CONVERSATIONAL**  
Use simple and uncomplicated language.



**PROVIDE VALUE**  
Offer tips that will help people remember you and reference you later.



### ELEVATOR PITCH DONT'S



**DON'T SEEK ATTENTION**  
Even if you are sharing a story, encourage your listeners to interact.



**NO SALES MODE**  
Think about forming a relationship before you think about making a sale.



**NO PROMO LANGUAGE**  
"Now only" or "one-time offer" are an easy turn off for many prospective clients.



**NO CLICHES**  
Cliches are too common in sales and can make you appear inauthentic.



**DON'T GENERALIZE**  
Your product or service is not for everyone and will not solve every issue.

### TIPS:

Listen to others if you want others to listen to you. If you are at a business or networking event, be sure to also ask for a business card — and only provide yours if asked.

Sources:

<http://www.reciprocatellc.com/category/marketing-tips/>  
<http://www.getsidekick.com/blog/networking-conversation-starters>

## TRAINING NEEDS ANALYSIS

*"Confidence comes from discipline and training" -- Robert Kiyosaki*

Spring is a time of renewal, and an excellent opportunity to reflect on training for new skills. In this edition of InfoPays, we elaborate on the topic of training and how it may be approached and analyzed from the perspective of an organization.

Training occurs at every level and requires resources to make it work. Analyzing your company's training needs is critical, as it will allow for the most cost-effective investment of company resources.

The following tips will guide you through the training needs analysis process:

### 1. Coordinate training.

Training needs that appear in one department are likely to also exist in another. It is a good idea for different managers to cooperate so that the company integrates its training and development activities. If your organization is vast and complex, you might want to dedicate a person or an entire team in charge of analyzing and implementing training and development.

### 2. Anticipate needs.

Anticipated needs often appear at the organizational or activity level. If for example, a new machine is coming into the company, it will have training implications. It is imperative to anticipate training needs at all times to implement appropriate programs to address them.

### 3. Develop monitoring techniques.

Some problems that fall into the category of training can go unnoticed while they creep up in the organization. Active monitoring systems will help you spot them. Make sure you have standards and indicators that are constantly looked at. You can also use variance analyses, in which case you would investigate any deviation from the standards that were set.

### 4. Keep an open mind when analyzing training needs.

Remember that problems will not always be solved by implementing improved training and development. Sometimes the physical environment, organizational structure or policies may need to be changed to address the problem at hand.

### 5. Identify the organizational level at which you can discuss training.

A training need might be limited to an individual or activity, but it is more likely to impact at least two or three levels. Sometimes training needs to be addressed at the organizational level for the improvement to take proper effect.

### 6. Take appropriate action.

If the training needs are within your control, address them right away. If they affect the organization, make the appropriate recommendations and inform the people who have the authority to deal with company-wide issues.



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