

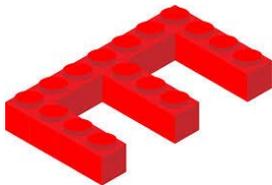
# Revisit or Develop Your Elevator Speech

John C. Fech  
University of Nebraska-Lincoln

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## 3 Dimensions/Applications

- Level 1 – Elevator Speech
- Level 2 – Promote the Sports Turf Industry
- Level 3 – Bonus: Job Interview Preparation



An Elevator Speech is at the core of all 3 levels, the foundation of all 3.

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### Level 1 – Elevator Speech

- Open ended
- The outcome is uncertain
- Could be to open a door, make a good deal or simply better conversation
- Much like planting a seed that might never grow...of course it could, which is why we do it.
- Audience: Random – product reps, barbers, PTA, insurance agents



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### Level 2 – Sports Turf Promotion

- Both open ended and focused
- Direct and indirect messaging to a group of people about the industry and its importance
- Hard to know impact from listeners
- Audience: Social and traditional media users, city council, students



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### Level 3 – Job Interview

- Much more focused and tangible
- Direct application
- Benefits are readily apparent
- Audience: Company, City, Field Owner



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### Developing an Elevator Speech aka Being Ready to Engage

- Why do you need an elevator speech?
- Several reasons:
  - To have a good answer to "so, what do you for a living?"
  - You never know who you might meet
  - You never know where a short conversation may lead
  - So you're ready when you need one...and you never know when that will be
  - Otherwise, you'll miss an opportunity for great results
- Is it used exclusively on an elevator? No, in fact...



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### What's the Consequence of Not Having One?

- Hey, how's it going?
- Huh?
- What's your story?
- Uh, well you know, like I uh, work here.
- What? Who else can I talk to? (like someone with half a brain?)



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### Outline of an Elevator Speech

- Name
- Company Name
- What You Do
- Why You Do It
- Quick, upfront tips:
- KISS!
- Use common sense, everyday language



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### Do This, Not This...



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### My Example

- Hi. I'm John Fech. I'm a horticulturist with the University of Nebraska. [pause]
- I get to help my clients choose good trees and other plants for their landscapes and with water conservation and pollution prevention too. [pause]
- Of course, sometimes things go wrong with plants, so I help them with that also.



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### My Example

- The word "horticulturist" works as an attention getter; "sports turf manager" works the same way
- Pause after each sentence to allow for a response from the other person(s)
- Steven Covey says:
  - Begin with the end in mind...to communicate
  - Seek first to understand - It's about talking and listening




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### Communication Illustration

Noisy Channel

Encode Msg.      Decode Msg.

**Sender**      **50%**      **Receiver**

Decode Reply      Encode Reply

Noisy Channel

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## Noises aka Message Interrupters

- Accents – drawls, twangs, etc.
- Body Language – slouching, head nodding, arms
- Facial Expressions – frowns, eyebrows, smiles
- Preconceived Notions – assumptions
- Low Hearing Level – actual low capacity
- Ringing in Ears – Tinnitus
- Background Noise – construction, music
- Others? Clothing?

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## Prepping for the Elevator Speech

- Setting goals
- Creating message points
- Think - Eye and Ear Candy
- Gotta have a hook!



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## A Hook? Are We Fishing?

- Yes, **any communication or messaging needs a hook...** a comic monologue, a sermon, a sales pitch, a teacher's lesson, a song
- And just like fishing,
- The bait, the hook and the barb are all needed
- The **bait** – an attention getter
- The **hook** – that which holds them a little
- The **barb** – that which keeps them with you



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## Does a Song Have a Hook?

- The good ones do!
- You know how it goes... you hear a song on the radio in the morning and then little parts of it keep coming back to you all day long – the hook.
- Do we want that?
- **Yes, if it's your name and your message, your elevator speech**



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## You're No Good



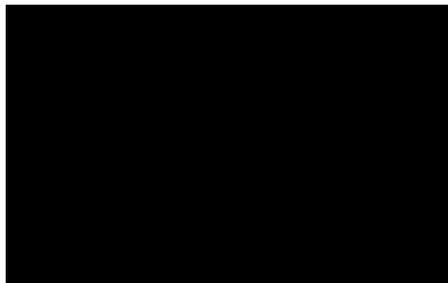
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## Sweet Caroline



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## I Won't Back Down



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## Elevator Speech Example

- Hey man, I'm Joe, with Nico's Place; you know, the place with the **big steak and cow out front.** (bait)
- As a shift manager, I get to make sure that our employees **cook and serve healthy, safe meals** (hook) for the customers that eat at our restaurant.
- We love Nebraska Extension, 'cuz they have this program called ServeSafe, they talk about the importance of food temperatures and sanitation **-even hand washing.** (hook)
- They even have entomologists...you know bug people...that teach us **how to kill roaches and the like** without harming the food we serve. (barb)

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## Elevator Speech Example

- What do I do?
- I work for CSG, (bait), a software company
- I design new training programs for the customer service agents that take questions from our clients.
- Chances are if you've called a customer service line for help with a cell phone, **I designed the training program** that the agent is using to help out. (hook)
- **I love my job;** I know that is kinda rare these days, but I really do...they treat us really well. (barb)

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## Elevator Speech Example

- I'm Brad, how are you? Good. I'm Phil with Green Side Up Sod.
- What? Green Sided Sod?
- No, Green Side Up Sod. (bait) It's a catchy name; the boss really likes it 'cuz it grabs people's attention.
- Oh, I see... Yeah, every day, I prep the soil and put down sod. We turn a crummy lawn into a beautiful place in a day or two. (hook)
- Of course, we get it started and the homeowner needs to water and fertilize it, but our customers are usually pretty happy with us. (barb)

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## Let's Develop One!

- Hi, I'm \_\_\_\_\_, with the Birmingham Ducks. You know, **unlike a lot of today's workforce, I really like my job.** (bait)
- I get to help people..... (hook)
- We help our fans enjoy..... (hook)
- We are able to produce a quality, environmentally friendly, athlete safe playing surface... (barb)
- People are most interested in saving money, saving time, and keeping themselves and their families safe. If you are "selling" a product/idea along these lines, **people are more apt to listen.** Cheryl A. Irwin, 2018
- Avoid: Jargon, Long Sentences and "Toxic" Words such as Pesticides, Poisons, etc.

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## Bait, Hook, Barb

- (Bait) Hi, I'm \_\_\_\_\_, with the \_\_\_\_\_, overseeing all aspects of field preparation.
- (Hook) I enjoy \_\_\_\_\_
- (Hook) I look forward to being able to \_\_\_\_\_
- (Barb) It's a great feeling when \_\_\_\_\_

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### Practice with your neighbor

- Fill in the blanks
- Be ready for follow up questions
- Don't be afraid to make a mistake
- It can be corrected later based on their feedback



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### Follow-up Questions...Be Ready

- (from a stakeholder or someone that you just met):
- So, what do you do for the facility/company?
- What are your most common problems?
- Why don't you have artificial grass?
- What do you do in the off season?



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### Practice, Practice, Practice

- Delivering a good elevator speech is just like any other skill
- Practice with a friend
- **Get feedback for improvement**
- Watch good and bad elevator speeches on You Tube
- Practice some more
- Anyone want to share?



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### Level 2 – Promote the Sports Turf Industry

- How?
- Where?
- Speak to a Rotary Club
- Write a column/blog for a newspaper
- Social Media – Twitter, Instagram, Facebook
- Signage
- Tours, especially to kids, parents and stakeholders interested in STEM

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### Benefits of Promotion

- Favorable perception of your facility
- Heightened visibility for your facility
- Awareness of your skills and abilities to your boss and stakeholders
- Heightened value and environmental responsibility of the sports turf industry
- Increased interest in recreation



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### Be Ready For Follow-up Questions – Both Level 1 & 2

- Use “Work Ins”: - (these are golden)
- Turfgrass is Important for Cooling the Air
- Produces Oxygen – 55 square feet of turfgrass produces enough oxygen for one person for a day
- Filters the Air
- Recharges and Filters Groundwater Supplies
- Reduces Stormwater Runoff
- Controls Soil Erosion
- Retains and Sequesters Carbon
- Restores Soil Quality
- Which is better? A sports field/lawn or a parking lot?

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### Be Ready For

- But, doesn't applying fertilizer cause pollution?
- Sure, it can happen, but the good news is that groundwater pollution can be avoided and turf can be cared for properly
- Use slow release nutrient sources
- Water the products off the blades and into the soil profile
- Use a blower to move the pellets back to the turf itself



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### Be Ready For

- I've heard that golf courses and baseball fields use a lot of water...isn't that wasteful?
- We regularly audit our irrigation system to improve the efficiency and reduce water usage.
- As well, we are gradually converting some non-field areas to wildflower and pollinator plantings.



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### Be Ready For

- So, you have to spray lots of pesticides on the turf to kill the bugs, don't you?
- At Castle Field, we scout and monitor for pests as a first course of action to maintain a functional, aesthetically pleasing playing surface.
- We often use non-chemical control measures to reduce pest pressure on the turf.
- When we do apply pest control agents, we do so only according to label directions, keeping environmental protection as a priority.



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### Level 3 – Job Interview

- As a topic, a job interview calls for a whole other presentation, yet, a **elevator speech** is a great tool to have in your pocket when you're in that situation.
- In fact, it's a lot like a short job interview.
- The KISS, the pauses, the end goal, seeking to understand, the listening skills carry the same importance
- The job interview and tv/radio/newspaper interview are often thought of as the ultimate elevator speech.



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### Elevator Speech and Job Interview



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### Bait, Hook, Barb

- **(Bait)** Hi, I'm \_\_\_\_\_, with the \_\_\_\_\_ overseeing all aspects of field preparation.
- **(Hook)** I enjoy \_\_\_\_\_
- **(Hook)** I look forward to being able to \_\_\_\_\_
- **(Hook)** It's a great feeling when \_\_\_\_\_
- **(Barb)** The opportunity to fully be in charge of operations is exciting because \_\_\_\_\_

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## Consider the Interviewer

What's their background?  
This helps a lot with the  
bait, hook and barb  
Have they been to a farm?  
Do they have a lawn?  
Do they have kids?  
Do their kids play soccer?  
Ladder Climber?  
Have an agenda?  
Find out...Google them  
Balance is important



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## Candidate Questions - Field Manager

- Share your understanding of Castle Field.
- I WANT TO SEE THAT YOU READ THE ADVERTISEMENT!!
- Describe your approach to supervising employees.
- Do you have a strategy to improve relationships with stakeholders/suppliers/fans/coaches?
- How do you evaluate success in yourself and others?
- What would a typical day/month look like?
- Tell me about a time when you worked with a difficult co-worker. What did you do?
- Share a situation when your organization experienced a big change. What did you do?

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## Candidate Questions – Field Manager

- What strategies would you use to motivate your employees and co-workers?
- Tell me about a failure and how you responded.
- Tell me about a time when you reached a big goal.
- Describe a situation where you saw a big problem and took steps to fix it.
- Tell me about a time when you had too many items on your to-do list. What did you do?
- Tell me about a time when you had to persuade someone to see your side of things.
- Why are you the best person for this job?
- Why do you want this job?

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## Candidate Questions...Hmm

- From Gallup's *Hiring Top Talent Training*:
- What do I get with this candidate?
- What does this candidate want? Will this role fill that desire?
- Are we willing to help this candidate achieve success in this role?
- What will we need to invest for this candidate to be successful?
- Can we develop this candidate in ways that align with his/her growth expectations? If so, how?

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## Practice with your neighbor

- Fill in the blanks
- Be ready for follow up questions
- Don't be afraid to make a mistake
- It can be corrected later based on their feedback



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## Do's and Don'ts

- Listen carefully to each question and pause before beginning your answer.
- Maintain steady eye contact with the interviewer.
- Dress for success.
- Sit up straight, smile, relax.
- Be reliable. Be early to the interview.
- KISS! (not the rock group)... and use facts only.
- Have something extra – interviewers are trained to ask "Is there anything else you'd like to add?"
- Don't interrupt the interviewer.
- Don't speculate. Instead – say "I'm not 100% sure about that...but I'd like to research it and give it a try."
- Don't use lots of gestures. It's distracting.

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