DESIGNING ELEVATOR ANSWERS

Elements of an elevator answer

1. 30 seconds long.
2. States irrefutably how your company provides value.
3. Establishes credibility; how long you've been in business, clients you have, etc.
4. Offers two or three reasons people do business with your company.
5. It ends with a call-to-action or an open-ended question.

Your turn to design an elevator answer for "Who are you and why are you here?" or "What's new?":

1. Your irrefutable statement:

2. Your statement of credibility:

3. Two or three reasons people do business with your company:

4. Your call-to-action or open-ended question:

DESIGNING OPENING QUESTIONS

Elements of opening questions:

1. They're open-ended so they cannot be answered with just a "Yes" or "No". They cause a conversation to begin.

2. The difference between an open-ended question and a closed-ended one may be one word:

   a. "May I help you?" vs. "How may I help you?"

   b. "Do you use...?" vs. "What do you use...?"

3. Opening questions have to fit your personality so that they come naturally from you, without seeming forced.

Construct three different opening questions. Remember to make them open-ended, not yes-no questions.

1. Design a very friendly question:

2. Design a serious question:

3. Design a question about what you see on the visitor's badge:

DESIGNING QUALIFYING QUESTIONS

Elements of qualifying questions:

1. They're open-ended so they give you more information than just yes or no. Typical openings for qualifying questions include: "Tell me about …", "How does …", and "Would you describe …"

2. Your qualifying questions need to be weaved into the conversation; it isn't suppose to be an interrogation.

3. Qualifying a visitor should be natural, not forced. And, it could take a few minutes as other things are discussed.

Construct five different types of basic qualifying questions (remember to make them open-ended, not yes-no questions)

1. Design a qualifying question to determine if the visitor has a need for your product or service:

2. Design a qualifying question to determine the visitor's role in their company's decision-making process:

3. Design one that will help you determine a purchasing or decision-making time frame:

4. Design one that will tell you if there is budget or funding for your product or service:

5. Design one that will direct you on how to initiate any further contact: