

Millionaire **INSIDERS**

A stylized black silhouette of a city skyline with three buildings of varying heights, each with a grid of white squares representing windows.

Real Millionaires - Real Action

with Jaime Tardy, The Eventual Millionaire

Ian Altman, CEO of Grow My Revenue, LLC is an author, speaker and trusted advisor on sales and business development. His strategic approach to the sales process for businesses who deliver quality professional services, business services or technology related products and services elevates them to success. His clients quickly discover how to take control of the sales process and grow their revenue through a process that instills confidence with their client base from the moment of introduction.



02 Entice, Disarm and Discover!

□ ENTICE YOUR PROSPECTS...WHAT PROBLEM CAN YOU SOLVE?

Your Elevator Pitch defines you, your profession, product or service and effectively relays your Value Proposition to potential clients. The process you follow when delivering your message to a prospect will determine the quality of your connection, as well as determine if your product or service is a viable solution for their unique situation. The crucial factor at the moment of introduction is determining IF you can actually solve your prospect's problem.

03

TAKE ACTION NOW:

Take a moment to really think about the following question: "What problem does my product or service solve?" Write down your answer.

□ DISARM THE NOTION THAT YOU'RE A SALESMAN

Success in any business begins with identifying your exact target audience, these are the people you CAN help with your product or service. A quality Elevator Pitch triggers the process of qualification for both you and your prospect. It's imperative both you and your client are certain that your product or service is a solution to their unique challenge.

04

TAKE ACTION NOW:

It's time to really identify the intricate details of your Target Audience, take a moment to visualize your "Ideal Client" and who this person might be. Write down your answer

□ THE ELEVATOR PITCH TRIGGERS DISCOVERY

An Elevator Pitch that clearly illustrates you, your profession and your Value Proposition clearly will trigger the Discovery phase. This is the final phase, where you and your prospect will take a deep dive into the details. Your Elevator Pitch should trigger your prospect to begin attempting to convince you that he or she is in the group you can help, as well as reveal how important the solution is to your prospect.

05

TAKE ACTION NOW:

Take everything you've written down up to this point and combine it an Elevator Pitch. Continue to revise until you're confident the statement clearly communicates you, your profession and your Value Proposition.

FINAL THOUGHT

When constructed and delivered properly, an Elevator Pitch disarms the notion that you're simply attempting to "sell" your prospect on choosing your product or service. The goal is to ensure your message communicates that your purpose is to determine if there's a good fit and that if they engage your product or service, you can and will make a dramatic impact.