



# **Elevator Speeches**

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# **Kill the elevator "speech"**

**Cue the elevator ping-pong**

**A 3-second hook**

**AED (defib) salesperson: "I sell human  
jumper cables"**

**Info pro: "I make my CEO look brilliant"**

# **Tell a story**

**Adult attention span? 8 seconds**

**Build 2-sentence stories**

**My client needed to know whether a govt agency would change its policies.**

**As a result of my research, we were able to modify our practices and were recognized for being proactive.**

# **What do info pros & info users value most?**

**Conducting research for end-users?**

**Valued by 42% of info pros**

**Valued by 19% of info users**

# **Words that resonate:**

**Value-added intelligence**

**Provide insights, identify trends**

**Facilitate good decision-making**

**Competitive advantage**

**The scariest question ever  
is...**

**"So, what do you do?"**

**I'm a librarian / info pro / knowledge  
specialist**

**I help people find information**

**I provide high-end information services**

**I ensure my clients make smarter decisions**

# WHY, not HOW or WHAT

"I provide research services"

**"I enable better decisions"**

"I am skilled in finding and organizing info"

**"I make critical information findable"**

"I search premium databases"

**"I bring insights from the outside"**



**Or, fill in the Q&A blanks...**

**You know how *{describe pain point, in one breath}*?**



**Well, I *{describe what your client gets, in one breath}***

# **Q&A example**

**Do you ever wonder if you really understand a competitor?**

**Well, I bring insights from the outside so you know more about that competitor than it does.**

# Q&A example

**You know what it's like to walk into a prospect's office and get blindsided by something that just happened?**

**Well, my clients get briefed the morning of the appointment and always look good.**



**"So, what do you do?"**

**I'm behind the strategic decisions in my  
org.**



**I'm part of the Information Mafia**

**I'm my organization's secret weapon**



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