



## Case Study: Speech & Presentation Coaching for Other Professionals (1)

### Situation:

- A person with several different unconnected small business ventures was struggling with how to effectively communicate his value propositions and services.

### Actions:

- As part of a program run by a regional economic development organization, I provided him with training to improve how he talked about the value of his different businesses.
- Using an interactive tool I developed, we created short elevator speech components for each of his products and services. We then discussed how to frame and organize those brief descriptions to improve his business networking and sales pitches, including how to present his most appropriate services and products to individuals depending on that person's situation and needs.
- We also practiced each of those "elevator speech" components, and reviewed possible approaches for questions and how to facilitate follow-up.

### Outcomes:

- After our session, the entrepreneur used the training and insights from our session at a business networking event, and felt much more confident and comfortable talking about his services and products with potential customers.
- ***"I want to thank you again for a fabulous two-hour one-on-one mentoring program. I applied lessons and insights picked up the next morning at the networking event."***