

## THE ELEVATOR SPEECH

We all know that the landscape industry is extremely competitive, with contractors continually vying for work from the same potential clients and recruiting pool. Moreover, clients and recruits tend to lump landscape contractors together; implying few differences between them. To capitalize on this issue, leading contractors have developed a one-minute elevator speech describing their company in a favorable, concise manner. By maximizing memorable and value-added information into a brief marketing statement, the contractor seeks to differentiate the company from its competitors, in the minds of the client and targeted recruiting candidates.

Here are some key tips to consider when developing a one-minute elevator speech:

### 1) WHAT DO YOU WANT THEM TO REMEMBER MOST?

- Choose wisely because they won't remember everything; so make it special so they will.
  - Received professional awards, have distinct expertise, or provide unique service.
- Maybe you're the leading service provider in your area as recognized by \_\_\_\_\_.
- Or perhaps your company was the first to have done \_\_\_\_\_.
- Possibly, your company is the only one in the area that does business with \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.
- *Example: Your Company was selected as one of the best places to work in the USA.*

### 2) WHAT IS YOUR UNIQUE SELLING PROPOSITION?

- This phrase or sentence describes your business in an exceptional way.
- Review your mission statement, vision and core values to distill them down to one line.
- When in doubt, ask your people what they believe makes your company successful.
- *Example: Our Company makes the earth a greener place.*

### 3) WHAT WOULD ENHANCE YOUR CREDIBILITY IN THE EYES OF THE CLIENT?

- We have been in business for \_\_\_\_\_ years.
- We were recently featured in \_\_\_\_\_, a major trade magazine.
- *Example: Family-owned and managed for over \_\_\_\_\_ years.*

### 4) WHAT BENEFITS OR FEATURES CAN YOU OFFER THIS CLIENT OR TARGETED RECRUITING CANDIDATE ?

- The stump speech should satisfy the client's/ recruit's specific need (i.e., we can do this for you! or we offer this to our employees).
- *Example: We know how to transform your landscape into one with greater water efficiency; or we can transform your landscape without breaking the bank.*

### 5) THINGS TO AVOID

- Don't tell clients about your business operations; they don't care about internal processes.
- Avoid technical jargon that makes you sound condescending to clients.
- Keep away from prices unless they work to your benefit or are part of your positioning.
- Never sell yourself short with qualifiers; don't highlight the things you can't/don't do.
- *Example: We have just nine employees. We've only been in business for three years. We've just started doing tree work.*

## THE HARVESTER ELEVATOR SPEECH

Hi I'm Bill Arman and I'm with the Harvest Group where I serve as the Head Harvester. We help companies get from "here" to "there" and I've been "there" before and it's a great place to be! Collectively my fellow Head Harvesters and I have more than 100 years of experience in the landscape business. Collaboratively, we will work our pants off to help you "Harvest Your Potential" We travel all around the country "Harvesting the Potential" of more than 50 companies in some amazing ways and they are well on their way to "there." And you know what? Your organization, your customers, your people and you have a lot of potential! Interested in finding how we can help you get from "here" to "there" easier, faster and with less pain than we had?