

Regional Micro-Enterprise Credential: Elevator Speech Student Exercise

(Updated: June 12, 2017)

Elevator Speech: Unisex Salon

You've opened a unisex salon that focuses on offering the latest styles to "fashion forward" young people and "the young at heart" in your neighborhood. You've come up with a great name for the salon that you think differentiates you. Your salon is located in a popular strip mall with lots of convenient parking, in the neighborhood you grew up in.

You've managed to secure endorsements from a number of prominent local community leaders, many of whom are your customers. You're constantly contacting local media celebrities to get them to come to your salon and support your new business.

You're also busy interviewing stylists carefully to make sure they are fashion-oriented and support the high level of caring service you intend to provide to all your customers. Whenever possible you will recruit members of the community as your stylists.

You're also considering creating a mobile presence where you can take your salon out to local schools, both to give young people a chance to experience your salon services *and* to recruit potential new stylist talent.

Please develop an Elevator Speech of no more than 30 seconds that you could give to celebrities you've contacted that describes your new venture and recruits them to become customers or even mentors of your organization.

Elevator Speech: Auto Parts Store

You've opened an auto parts store that will focus on helping young truck owners create a customized vehicle that is an expression of their individuality. Your passion for trucks and your expertise with all the ways to "trick out" a truck are the reasons you'll think you'll succeed. You've come up with a great name for the store that you think differentiates you.

Your store serves a three-parish area that includes several large plants. These plants employ a large number of young people who have the disposable income necessary to invest in the trucks they love. You've found that it is highly effective for you to create "missionary customers" – that means customers who appreciate your store and try to convert their friends and work colleagues into loyal customers. You've rewarded missionary customers who effectively recruit new customers with gift cards. In return, they've built small communities of truck customizers within their plants and neighborhoods that result in fun truck-oriented events these customers enjoy.

In order to build enthusiasm and customer loyalty, you've been holding monthly contests with prizes to the winning trucks. These competitions have been in your parking lot, but you're thinking about holding future competitions in the public parking lots where you can secure a permit, or maybe even remote parking lots in one of the plants where you have a large number of loyal customers.

You realize that parts can be obtained at other stores or online, so you give your customers the choice of how they want to shop – in your store or online – with the convenience of picking up their new parts at any time at your store. What sets you apart is that you can do more than fill orders. You can tell truck enthusiasts what the latest upgrades are, where the best parts at the best prices can be found, and how to do the work.

Please develop an Elevator Speech of no more than 30 seconds that you could give to potential "missionary customers" that describes your new venture and motivates them to sponsor a competition at their plant with new customers they will recruit.