

20 SECOND ELEVATOR/INFOMERCIAL SPEECH

- ❖ Eldercare Professionals of Ohio offers those who attend the monthly networking meetings an opportunity to introduce themselves at each meeting.
- ❖ All members who join EPO represent one single entity/company. Your membership registration form is completed with the company you represent.
- ❖ If you chose to represent more than a single company/entity etc., we encourage members to secure memberships for those with another representative.

In order to make the most lasting impression, EPO suggests the following format:

- C Clear
- C Concise
- M Memorable

Clear: Who are you? What is your full name and full name of your company? If the name of your company doesn't define what your company is, make that clear.

XYZ Home Care Company, XYZ Assisted Living, XYZ Financial Planning Services, XYZ Phone, computer, IT services.

Concise: Not wordy, get to the point. What service do you provide, what do you sell, what is the primary purpose of your company.

Provide supportive services for families who are caring for a loved one with Parkinson's.

Provide free wealth management strategies to reduce spending and increase savings.

Provide care for activities of daily living; light housekeeping, meal preparation, bathing. All caregivers are licensed and insured.

Memorable: Why should people call you? How can you make your presentation memorable? Maybe highlight a product, a single sentence testimonial, a special, an offer.

Guaranteed service within 24 hours

Money back guarantee

Free trial, free night's service, referral compensation

PUT IT ALL TOGETHER:

My name is Esther Drestler, my company is XYZ residential window cleaning company, we wash any and all residential windows and provide 1 free cleaning when you purchase our annual cleaning services.