





Achieving Sustainable Productivity
Meeting Customer Demand in an Unpredictable World

**Volunteer Leadership
Workshop at
2011 APICS International
Conference & Expo**




What Is Your APICS Elevator Pitch?

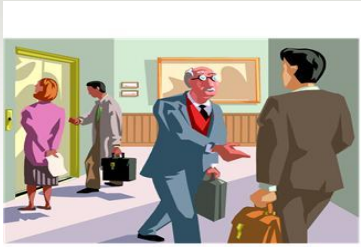
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Who Am I—Yesterday




Fast-Forward ... 2020



Who Is the Boss?

Mostly "I"
Sometimes "you"
Rarely "we"

You got it wrong ...
actually, it is

the customer



What Are We Talking About?

• Problem



• Solution



Who Is Your Audience?

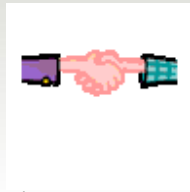
- VPs and directors - Decision makers - \$\$\$
- Managers - Influencers - Efficiency
- Employees - Benefactors - Job security
- Students - Future leaders - Job

- Your dress, language, approach, and what you choose to highlight for a particular audience has got to change with the audience.



OK, Now What?

- Smile
- Say your name
- Shake hands
- Start the conversation
- Show excitement and enthusiasm
- Don't ask for business
 - tell them how you can improve their business
- Tell what you can do, then tell where and how you did it
- Say "thank you"



Story Please ...

- Find what is their problem
- Tell your personal story...
 - Got a promotion
 - Decreased E&O
 - Implemented S&OP
 - Lean initiatives 5S, TOC...
 - Reduced costs through standardization
- Tell a success story ... companies in your area
- One size doesn't fit all—Tell a custom story



Crafting an Effective "Elevator Pitch"

- **Know your target**
 - Know your audience
- **Know what you're trying to achieve**
 - The first goal of any meeting is to get a second one.
 - Find a way to create interest and highlight what makes your offering unique.
- **It's not about you**
 - Listen



Crafting an Effective "Elevator Pitch"

- **Keep it short**
 - KISS (Keep It Short and Simple)
 - Your grandmother and grandchildren must be able to understand
 - Less than 60 words; 30 seconds
 - Succinct answers to the toughest questions
 - **Wise words of Winston Churchill: "Be clear. Be brief."**



Crafting an Effective "Elevator Pitch"

- **Be specific**
 - Give examples—customers
 - Tell a real story
- **Preparation is key**
 - Preparation is the key to confidence, so don't ever wing it.
 - A first impression only happens once.
 - Be flexible enough to be guided by your listener and their reaction to what you're saying.
 - If he or she interrupts with questions, make sure you (always) answer them.



Crafting an Effective "Elevator Pitch"

- **Solve a problem**
 - Focus on the problem you solve for the listener—the solution you are offering to their specific need.
 - If your audience has to ask, "How does this help me?" or "Why should I care?" **you're in trouble.**
- **Value proposition**
 - Quantify
 - Qualify
- **What is your order winner?**
 - Quality of instructors
 - All of them are practitioners in industry with more than 10 years



You Are at Risk... If You Don't

- **Take lead**
 - Ask for business card
 - Setup follow on appointment
- **Smile ... smile ... smile**
 - It costs you nothing
 - But gets you something



OK, Get Back to Basics

- **What do you do?**
 - Engineer, accountant, buyer, planner, salesman, operations, blah, blah ...

you are just doing your job

Solution provider



OK ...

1. 30 seconds
2. 50 words



Yes ...

- Make your elevator speech sound conversational and natural
- Make it memorable and sincere
 - Open a window to your personality
 - Show your passion
- Write and rewrite your speech
- Consider including a compelling **“hook”** to keep the conversation going
- Practice your speech



No ...

- Industry jargon or acronyms
- Rushing through the speech
- Focus on yourself
- Avoid an elevator speech that will leave the listener mentally asking “so what?”



Effective Elevator Pitch

- **The goal of your elevator speech**
- To start a conversation, and get permission to continue it
- To determine whether someone is a genuine prospect
- Letting the other person do more of the talking



Effective Elevator Pitch

- **Your Customer is the KING**
 - Your best prospects are people who have a fairly clear idea that something is wrong, or that something could be improved.
 - If that problem is one that you can address, and you can show them that connection, you have a strong prospect.
 - But it starts with their needs, not with what you have to offer.



Yourself

- **Let your passion show**
 - Facts actually don't speak for themselves. They can move heads, but you'll need something more if you expect your listener to be motivated to take some action.
 - Let your listener hear the commitment in your voice and your words.
 - Direct eye contact and confident body language.



Where to Start?

- Write it down
- Rehearse it
- Deliver it



Elevator Speech—Examples

- We help companies reduce costs, decrease defects, and increase profits
- We help people get promotions. Through
 - Education in supply chain operations
 - industry best practices
- We help break departmental silos
- We help your employees solve your problems
- We help your employees create new opportunities
- We help connect your global operations. Connect the dots ...
- **Education is the overarching theme**



Value Proposition

- Reduce cycle times across the board
- Improve efficiency across all the business processes of your organization's demand <-> supply chain
- Decreased quote-to-cash cycle time and increased customer satisfaction
- Predict outcomes more accurately
- Increase profitability by optimizing your organization's inventory investment
- Amplify functional knowledge of production and inventory management
- Achieve greater confidence and industry recognition



Value Proposition

- Creates within the company common understanding, vocabulary, processes, frameworks to address supply chain challenges and opportunities.
- Increase customer satisfaction and bottom-line results.
- Boost productivity, collaboration and innovation.
- Effectively manage supplier and customer relationships.
- Successful supply chain strategies using global standards and best practices.
- Enhance logistics, technology, and data integration to improve company performance (save money or make money).



Corporate Excellence

- **Linksys, a division of Cisco**



Reduced inventory, increased margin, decreased expediting charges, and increased productivity and cross-functional collaboration.

- **Pfizer, Inc.**



Demonstrated commitment to APICS globally supporting APICS membership, APICS CPIM, and APICS CSCP as the foundation for its supply chain management education strategy within the global manufacturing organization.



San Diego Chapter Companies



and many more ...



Let Us Do It ...

Stop talking Start doing

-- Group exercise--



What Is APICS? A few examples ...

- “APICS is a professional organization that educates employees at all levels of business to improve processes and procedures so the business can make more money and be more profitable.”



What Is APICS? A few examples ...

- “In today’s economy you can only survive if your company is ahead of the game. Your employees define your company and APICS refines their skills and make them relevant. APICS provides education, certification, and networking to be successful.”



What Is APICS? A few examples ...

- “APICS ‘helps businesses run better’ by preparing people in the manufacturing and services industries to apply the principals of production control, inventory control, and financial management that make a difference in a company’s bottom line profits.”



What Is APICS? A few examples ...

- “APICS is an international professional association devoted to advancing productivity, innovation, and competitive success. We do this through classes, seminars, professional meetings, and plant tours. APICS is a network of professionals who can and will help each other.”



Remember ...

- Customer is the **KING**
- Problem
- Solution
- 30 seconds and 50 words



Questions?

