

## Marketing Munchies Podcast Transcript

### Episode #25

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Announcer: Welcome to the Marketing Munchies Podcast series hosted by Dr. Bridget Behe. Each week Bridget and her guests will share information, insights, research-based findings, and her 30 years of experience to help your horticultural business connect better with current and future customers. Now, let's join our host, Dr. Bridget Behe.

**Dr. Bridget Behe:** Hi, and welcome to the Marketing Munchies Podcast. I am your host, Dr. Bridget Behe. This week I would like to talk about a very important marketing concept, especially when you are marketing yourself, and it has called the Elevator Speech.

I was in Columbus, Ohio a few weeks ago to make some presentations at *Cultivate '18*. In case you have not been to a *Cultivate* event, hosted by *American Hort.*, you really need to make plans to go. It is often the second week in July, and it runs for a couple of days. It is the place to see and be seen. It is a great place to meet old friends and to meet new people, see what is new in the horticulture industry, and to learn information that can help your business grow.

For the past five years, I have been working with a group of international students to help them learn how to market themselves better. This group of students comes to *Cultivate* each year, because they are interested in having a career in the horticulture industry. Many of them are in schools in countries in South America and in Europe. They come to learn a little bit more about national and international companies in the United States and, really, to learn more about the horticulture industry.

One of the things that I teach these students early on is to develop their Elevator Speech. Your Elevator Speech is called this, because it is a couple of sentence introduction about yourself. It is not a very long drawn-out biography about who you are and all the things that you have done. It is called the Elevator Speech, because you should be able to deliver it in 5-7 sentences in about the time that it would take for you to go up several floors in an elevator.

Let me give you my Elevator Speech, and then we will talk a little bit more about the different parts and how to deliver it:

“Hi, I am Dr. Bridget Behe. I am a professor of Horticulture Marketing at Michigan State University. I teach courses on Marketing and Management to undergraduates. I have an active research program where I investigate consumer behavior with regard to edible and ornamental plants. I also give talks nationally and internationally to help businesses learn how to apply the information that I produce from my research studies.”

There you have my Elevator Speech. It is a couple sentences long. It hits the highlights of what I do in terms of my job and its responsibilities. Notice that I started with my name, and I left a very strategic pause at the end of that. It is almost like a punctuation point or an opportunity for the listener to really absorb the information that I have just shared. Notice too, that it was just a

couple of sentences long. I talked about the three key areas of my responsibilities. It was not this long drawn-out that; I was raised in Central Pennsylvania and... (etc., etc., etc.). You give the listener a good idea of kind of the essence of your job right now.

The one thing that I do talk to the international students about is to add on the end the type of position or the type of career path that they are pursuing. My career is pretty well set right now so I usually would not talk about what my next step is going to be. For a student or someone who is pretty early in their career, they might talk about (at the end of their Elevator Speech), that they are interested in working for a progressive company that uses biological controls to help manage insect pests on horticultural crops. Or, they might be interested in plant physiology and want to work for a company that uses chemical controls to help regulate the height or growth of plants.

The essence of your Elevator Speech is really the key responsibilities of your job (you might also add in there where you went to school, because that is another point that you can connect with folks). Then end with how you would like your career to develop or what you see as the next step in your career path. Do make sure that you make and develop you Elevator Speech, because wherever you are on a trade-show floor, out to dinner with other business professionals, or just sitting beside somebody interesting on an airplane, you want to have a good idea of how to introduce yourself without really having to think about it. Do not memorize your talk, but do have those key pieces of your Elevator Speech really committed to memory so that you can deliver them fairly smoothly.

Then, what I would like to talk about next week on the Marketing Munchies Podcast is continuing this notion of marketing yourself—especially by asking some good questions of the person that you are having the conversation with. If you want to appear to be an interesting person, you will learn to ask good questions.

That is it for this week. Thanks for listening!

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**Announcer:** Thank you for joining us on this week's Marketing Munchies Podcast. For more information or to download the transcript of this podcast, please visit, [connect-2-consumer.org](http://connect-2-consumer.org). That's C-O-N-N-E-C-T, dash, the number two, dash, C-O-N-S-U-M-E-R, dot, C-O-M.