IP BEST PRACTICES

Elevator Pitching

A best practice shared by Henno Janmaat.

Generated on 22 November 2026

Elevator Pitching

Train employees to become ambassadors of your company by practising their elevator pitch in speed-date format.

Key steps

Make your employees ambassadors of your company, both towards potential customers as well as towards potential new colleagues, by training them to "elevator pitch" during a speed date.

Ask people to individually brainstorm about their elevator pitch for a potential customer and secondly for a potential colleague.

Have people pitch in speed date format and give each other feedback. Ask them to optimize their pitch and do a second round, after that, sit together to define the key USP's that should be in a pitch.

CONTACT

InspiringPeople

ADDRESS

Maliebaan 45

3581 CD Utrecht

The Netherlands

PHONE

+31 84 00 38 999

EMAIL

contact@inspiringpeople.com



“Inspire to engage”