

Elevator talks

Hooks

- A good hook draws them in – it doesn't jerk them violently.
- A hook should illicit “prove it” – not “so what?”
-

Hooks

- China turned out to be much more sophisticated than I expected....
- Great opportunity, great risk
- The partnership model is dead. It's all about localizing middle management and bringing in people you can trust to run the shop.

The Money Line

- In every successful pitch you have to ask for the sale.
- The money line answers the question, “ok, I need someone or something – but why YOU?”

Money lines

- I have a lot to offer an international company looking to build bridges to china/asia/america
- I can help you (do something)
 - Implement new technologies
 - Check up on locals
 - Report on colleagues

Call to action

- None of it means anything if you can't close on the next face to face.
- It's about his needs – not yours.
- Close on the meeting, not the sale.
- Start at a lunch (on you), work quickly down to his email address.
 - Compromises: LinkedIn connection, send him a _____ (resume, link, etc)

Call to action: Part 1

- If you'd like to hear my ideas about localization in China...
- Cost cutting in China is an HR issue. It's barely a controllable cost anymore...
- I've spoken to front line managers about innovation in China. Chinese and Americans agree about one thing...

Call to action: Part 2

- I'd like to tell you more about this. Do you ever go out for coffee in the afternoon (... or are you more of a morning person...)
- It's great to hear that we agree on the big picture issues. Would you mind listening to a presentation I'm putting together?
- I'm writing an article / testing a product / looking for an internship / offering to work for cheap or free...