

# **SCORE Workshop**

**Tuesday, March 12 from 6-8pm**

**“How To Create Your Unique Elevator Speech”**

**Presented by certified SCORE mentor**

**Daniel de Percin.**

In business or social situations, there are 2 questions that are almost ALWAYS asked. "What do you do?" OR "What business are you in?" The way you respond will go a long way in determining whether or not you have made a connection. For entrepreneurs, your next referral or customer can easily come about by how you answer.

You will learn:

- How to create your own unique “Elevator Speech” using the 5 "C" method.
- How to use the "Elevator Speech" as a powerful weapon to combat one of the key "trap questions" like "Tell Me About Yourself or Your Business..."
- How proper use of the "Elevator Speech" technique can give you a leg up in other professional introductions as well.

**To register, visit [fairfieldcounty.score.org](http://fairfieldcounty.score.org).**