



PEEC Statement™ (Elevator Speech)

Pronounced “peace” statement – PEEC™ (P**ro**fession, E**x**pertise, E**n**vironments, C**all** to Action) is an excellent way to talk about your work while hopefully being interesting, memorable, and referable. PEEC™ helps you articulate what you do while making a friendly request – even to those you meet for the first time!

Many might refer to this statement or strategy as an *elevator speech*. I prefer to think of PEEC™ as a *positioning statement* – perhaps a great way to “position” you as a resource. Best used at networking events, conferences, sales meetings, and even social gatherings. Use it just before delivering a speech.

Practice *your* PEEC™ Statement with your target market, prospects, clients, associates and centers of influence. You just might get a referral!

PROFESSION – *Who, what, and for whom?*

EXPERTISE – *What you know!*

ENVIRONMENTS – *Your Target Market!*

CALL TO ACTION – *What you want...specifically!*

***Be asked. Be brief. Be specific. Have an AIR about you. Maintain your brand.
Find your own voice. Only 1 per customer! It's a Wii thing.***