




# The 10 Second Wow Statement

*\*\*Before we begin grab a writing utensil and something to write on\*\**

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# Let's throw away the elevator speech and , say hello to the Wow Statement

- What do you do?

WOW statement is designed to make them engage with us and request more information, which leads to a real two-way conversation.



# The Keys to a good Wow Statement

- Leaving the other person with a level of curiosity that makes them respond with, “Wow, that is so interesting. Tell me more.”
- Creating a powerful image
- Being brief



## STEP 1 - DEVELOP CURIOSITY and CREATE THE WOW!

The first step in developing a WOW statement is to give the prospect just enough information to elicit the right amount of curiosity.

For example, instead of saying 'I train salespeople' try... *'I help sales people make more money.'*

Wow statement examples:

- I help families find cost savings that can be used to fund their goals and dreams
- I fix (XYZ) problem that cost my organizations thousands of dollars every year.

Keep it short and bake in a little mystery. Remember, your goal is to make them curious; to get them to say, "Wow! How do you do that?". NOW YOU TRY...



## STEP 2- ANSWER THE HOW

Once you have crafted and delivered your opening WOW Statement, you must be prepared with addressing the “How do you do that?” or “Tell me more.” follow up response.

Immediately answer their “How do you do that?” with 2-3 quick points on what you do. Like this:

YOU: *“What do you do?”*

ME: *“I help salespeople make more money!”*

YOU: *“Wow! How do you do that?”*

ME: *“I teach salespeople and business owners time management skills so they can take back control of their day, I show them how to generate more leads, and I help them love their career again.”*

\*\*This entire conversation should feel natural and should happen in 30 seconds or less.\*\*



# HELPFUL TIPS

- Use simple words. You may think big words are impressive, but they really just create confusion and generally sound unnatural and/or showy. Write out your first draft and then read it while asking yourself, “Would a 7th or 8th grader understand this?”
- Make sure to use YOUR own words (not words from a brochure). Using simple words in your own language will keep your pitch from sounding too technical or robotic.
- Your WOW Statement shouldn’t be longer than 4 sentences (a 1 sentence WOW statement with 3 HOW bullets).
- Keep your WOW statement + your HOW answer under 30 seconds. It should be so short that it never feels rushed
- Use words that create a picture to help your prospect see why they need you.



This information was borrowed from:

Imke, S. (2020, June 13). How to Create a WOW Statement. Retrieved from <https://www.stevebizblog.com/how-to-create-a-wow-statement/>

Trinnin, D. (2017, March 27). Creating Your WOW Statement. Retrieved from <https://www.salescoachdew.com/creating-your-wow-statement/>