# SAY IT CRISPLY

As a leader, an entrepreneur, a salesperson, or any person needing to persuade and influence, you should always be ready to sell yourself and your ideas. The purpose of this tool is to help you develop crisp, clear answers for the questions you know are coming:

- How are you?
- What do you do?
- What's your idea?
- Tell me about yourself.

- How should we do this?
- What's the problem?
- Why should I hire you?

You are in conversations and meetings all week long: sales meetings; strategy sessions; networking events; interviews; etc. And there are many questions you must answer. Sharing your ideas with crispness and brevity is an act of generosity.

Use the worksheet on page 2 to distill your message down to its essence. First, determine where you will need crispness this coming week. Then, write down the question you'll be asked or the situation you'll be in where being crisp will benefit you. Next, write out your initial response in the "30 seconds" box. Then, take out about half of your first response and write it in the "15 seconds" box. Finally, distill your response down to its essence. Now you are crisp.

Here are two common examples:

**Example 1:**

**Job interview**

"Tell me about yourself..."

**30 SECONDS**
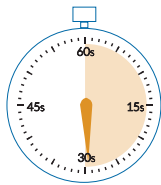
"Well, I started my career at Facebook almost seven years ago. It's been an interesting place to be, as the company has changed significantly over those years. For most of my tenure, I served on a product team that was responsible for rapid prototyping of features related to our advertising platforms. As you can imagine, that is a very competitive space with Google the incumbent and Tik Tok a fast moving upstart. But I was able to succeed there, and that's why I believe that my particular strengths would be a great addition to your team. One strength I have is quickly gaining an understanding of a situation such that I can solve problems faster. A second strength I have is that I learn from feedback so I can pivot really quickly...."

**15 SECONDS**
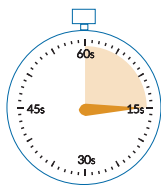
"I started my career at Facebook, and I was successful on a product team that was responsible for our advertising platforms. It's a very competitive space with Google and Tik Tok ever present. That's why I believe that my particular strengths would be a fit here. One of my strengths is quickly gaining an understanding of a situation to solve problems fast. Another is learning from feedback so I can pivot really quickly...."

**CRISP**

"I've learned so much at Facebook, and I'm grateful for that experience. Competing with the likes of Google and Tik Tok made me a better leader. I think I'm a great fit here for two main reasons. First, I learn quickly and second, I take coaching really well...."

**Example 2:**

**Anywhere/ Everywhere**

"What do you do?"

**30 SECONDS**
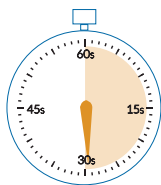
"I work for a sales consulting firm called Sales Engine. We work with many different types of organizations that are striving to build and tune their revenue engines, including technology companies, financial services firms and consulting firms, as well as fast-growing emerging businesses. We work closely with the sales leaders and their teams to equip them with the tools they need at each step of the sales process and the knowledge, skill and discipline required to adopt the expert moves of high performance sales people...."

**15 SECONDS**
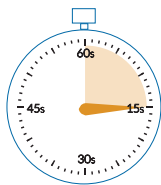
"I work for a sales consulting firm called Sales Engine. We work with many different types of companies to help sales leaders and sales people develop the expert moves of high-performance selling by equipping them with the knowledge, skill and discipline of the most successful sellers, as well as the tools they need at each step of the sales process...."

**CRISP**

"I run a company called Sales Engine. What we do is help people build and tune their sales engines."

Northwestern | Kellogg
Kellogg Sales Institute

# SAY IT CRISPLY CONT'D

Use the worksheet on page 2 to distill your message down to its essence. First, determine where you will need crispness this coming week. Then, write down the question you'll be asked or the situation you'll be in where being crisp will benefit you. Next, write out your initial response in the "30 seconds" box. Then, take out about half of your first response and write it in the "15 seconds" box. Finally, distill your response down to its essence. Now you are crisp.
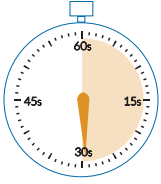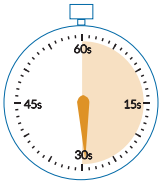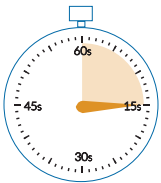
30 SECONDS
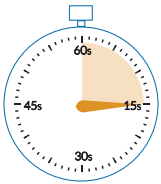
15 SECONDS

**Question/
Situation:**

CRISP

30 SECONDS

15 SECONDS

**Question/
Situation:**

CRISP

Northwestern | Kellogg
**Kellogg Sales Institute**