The 30-second “Elevator Speech” that summarizes The Steve Trautman Co. Knowledge Transfer Solution.

**Here is some sample language that you can use to summarize your intent to introduce our knowledge transfer solution to your organization:**

I’d like to recommend we address our [insert problem here] by working with the knowledge transfer experts at The Steve Trautman Co. This is critical for [your business name] because we will decrease ramp-up time and increase our workforce readiness. We will retain and cross-train more than 90% of [our company]’s unique knowledge and “secret sauce” so that…*Insert one of the following, or make your own:*

… [we won’t lose this knowledge when our workers retire].

 *or*

… [we can get everyone on our team working at the same level, quickly].

*or*

… [we won’t face difficulties hiring new people who will require our unique corporate knowledge].

**In those 30 seconds, you will have framed the problem, identified the benefits, outlined some specific outcomes as well as a larger vision of the problem solved.**

At this point you can get more specific if your executive wishes, using the same materials you’ve already seen:

* + - [Our one-page brochure](http://stevetrautman.com/wp-content/uploads/2012/02/Steve-Trautman-Company-Knowledge-Transfer-Solution.pdf)
		- [Our white paper: “Knowledge Transfer: Preserving Your Secret Sauce”](http://stevetrautman.com/wp-content/uploads/2012/09/Knowledge-Transfer-Preserving-Your-Secret-Sauce.pdf) (with 2-page executive summary)
		- [Our 2-minute video introduction of the 3-part Knowledge Transfer Solution](https://www.youtube.com/watch?v=1xj1iVhu308)
		- Once you have had a chance to see all of the above: [This 2 ½ minute overview video](http://www.youtube.com/embed/tWyMU90x6o4) of what the process looks like in the field will make good sense.

**Lastly, leave with an action item:**

I’d like to set up a phone meeting so that the folks from The Steve Trautman Co. can provide us more details on exactly how they would work with us.

Or

I’d like to follow up with a short (choose our 5- or 5-minute PowerPoint) presentation on how I see this knowledge transfer solution working at [your company name.] May I set up this meeting?