

SITE
SELECTORS
GUILD



WELCOME!

The session will begin shortly

THE ELEVATOR PITCH



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THAT MOMENT WHEN...
YOU GO FOR IT!

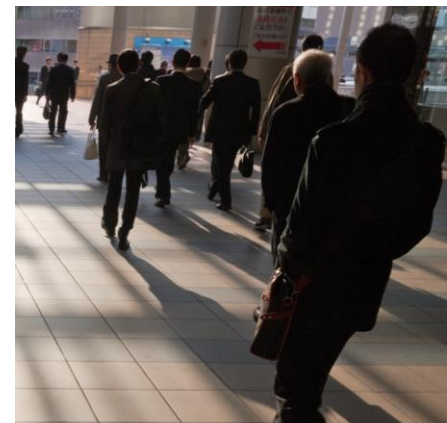
#SSGFallForum



ELEVATOR PITCH ESSENTIALS

1. **Who you are:** Introduce yourself and your company/community
2. **What you do:** Your role in promoting the community
3. **How your community is different:** What makes it different from all those competitors
4. **Why it is the best:** Explain the value proposition
5. **What's in it for them:** What will your audience gain by locating/expanding in your community?

MAKE THE MOST OF ANY MOMENT



TODAY'S SCENARIOS



1. **Chance Meeting** on an Airplane
2. **Meeting** with Financial Services Firm
3. **Meeting** with a Manufacturer Looking for a New Facility Location
4. **Meeting** with a Packaging Firm Looking to Locate a New Manufacturing Facility
5. **Unsolicited Consultant Phone Call** to Discuss a Potential Project
6. **Chance Meeting** at a Coffee Shop and Walk Back to Fall Forum Hotel
7. **Meeting** at an Industry-Specific Trade Show Booth (FDI)
8. **Meeting in the Elevator** Coming Down for Fall Forum
9. **Networking Reception** with Industrial Developer Prioritizing Clean Energy
10. **Lunch** with a Site Selector with an EV Battery Project

1. CHANCE MEETING ON AN AIRPLANE



You sit down in your assigned seat on your flight to a Site Selectors Guild conference.

The jacket of the woman seated next to you has a logo of a prominent tech firm you've been reaching out to with no avail.



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2. MEETING WITH A FINANCIAL SERVICES FIRM



You score a meeting with the head of HR for a financial services firm. The company is searching for a new location for a 250-employee fintech operation. Critical decision factors include:

- Ample supply of both experienced and highly-qualified entry level talent
- Market where a hybrid workplace model (three days in office, two at home) would be widely embraced by the local workforce



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3. MEETING WITH A MANUFACTURER



You score a meeting with a producer of metal castings for the automotive and other industries that is actively looking for a new manufacturing location. The final decision will be markedly influenced by energy, labor market and site considerations, with requirements including:

- 15 MW of highly reliable electric power at a moderate cost
- A noticeable proportion of power to be green
- Ample supply of reasonably priced natural gas
- Solid pool of workers experienced in metalworking
- Ready-to-go site of 100 acres



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4. MEETING WITH A PACKAGING FIRM



You score a meeting with a producer of consumer product packaging looking to locate a 75,000-square-foot manufacturing plant that can house 200 people with room for expansion.

The search is underway but the company is struggling to identify labor markets where supply exceeds demand at all skills levels: skilled, semiskilled and qualified entry level labor.



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5. UNSOLICITED CONSULTANT PHONE CALL



A site selection consultant is working on an advanced manufacturing project that is considering regions in a few states – and they just decided to expand the search to include one outlying community.

The consultant picks up the phone and makes an unsolicited call to you, an economic developer representing a community that is not one of the considered regions but is in one of the considered states.



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6. CHANCE MEETING DURING FALL FORUM



You run into a Guild member while grabbing coffee at an off-site cafe before Fall Forum begins.

Walking back to the J.W. Marriott together, the consultant asks you to share your community's target industries and the advantages to locating in your community.



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7. MEETING AT TRADE SHOW BOOTH (FDI)



You are sitting at your booth at an industry trade show of your choice and a company executive that is looking to locate their first U.S. facility comes up to your booth.

The company representative has a bunch of questions about your region and asks for the best reasons an FDI project should consider your region.



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8. MEETING IN ELEVATOR AT FALL FORUM



You are coming down to your favorite breakout session at the Site Selectors Guild Fall Forum and bump into one of the presenters in the elevator.

You have yet to meet this Guild member ahead of the short ride to the meeting venue.



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9. NETWORKING RECEPTION WITH INDUSTRIAL DEVELOPER



You meet an industrial developer who is looking to build clean energy projects (hydrogen and blue/green ammonia).

Ideally, they want to tap into renewable energy to power the facility (solar or wind) and will need to export product via pipeline or ocean-going vessel.



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10. LUNCH WITH A SITE SELECTOR



Your organization is hosting a luncheon with several site selectors, one of whom is working with an EV battery supply chain company looking to build a facility in the U.S. and take advantage of the IRA incentives.

The company must bring feedstock in via a port and refined product is going out via truck. Three hundred skilled employees will operate the facility, with workforce being a critical factor. Employees will be trained from scratch using the company's proprietary process, as no other facility exists like this in the world.



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7 TAKEAWAYS FOR AN EXCEPTIONAL PITCH

1. **Keep it Short:** Aim for 90 seconds or less
2. **Differentiate:** Share what makes your community & organization unique
3. **Numbers Matter:** A relevant data point is powerful & memorable
4. **Simple is Better:** Use language that's easy to understand; Avoid jargon
5. **Communicate Your Physical Location:** Make it easy for executives to place your community on a map
6. **Rehearse:** Practice builds confidence
7. **Call to action:** Describe your desired outcome



ADDITIONAL CONSIDERATIONS

- 1. Don't make it a one-sided conversation**
- 2. Have some questions for us to answer**
- 3. Ask us about what we are working on or seeing**
- 4. If you leave the small talk to us, we will move on**

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QUESTIONS?



THANK YOU!

Enjoy the rest of the conference!



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FALL FORUM

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