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ELEVATOR PITCH GUIDE

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The term, Elevator Pitch, is jargon for a one minute explanation of who you are. It's termed that because the length is typically the time it takes a person to ride an elevator; 60 seconds. Whether you are looking to sell yourself as a potential employee, sell a product or service, or collect information about a career, everyone needs a pitch. An Elevator Pitch allows others to quickly zero in on the value you bring and understand your focus so they can help you reach your goal.

In this guide, we will discuss:

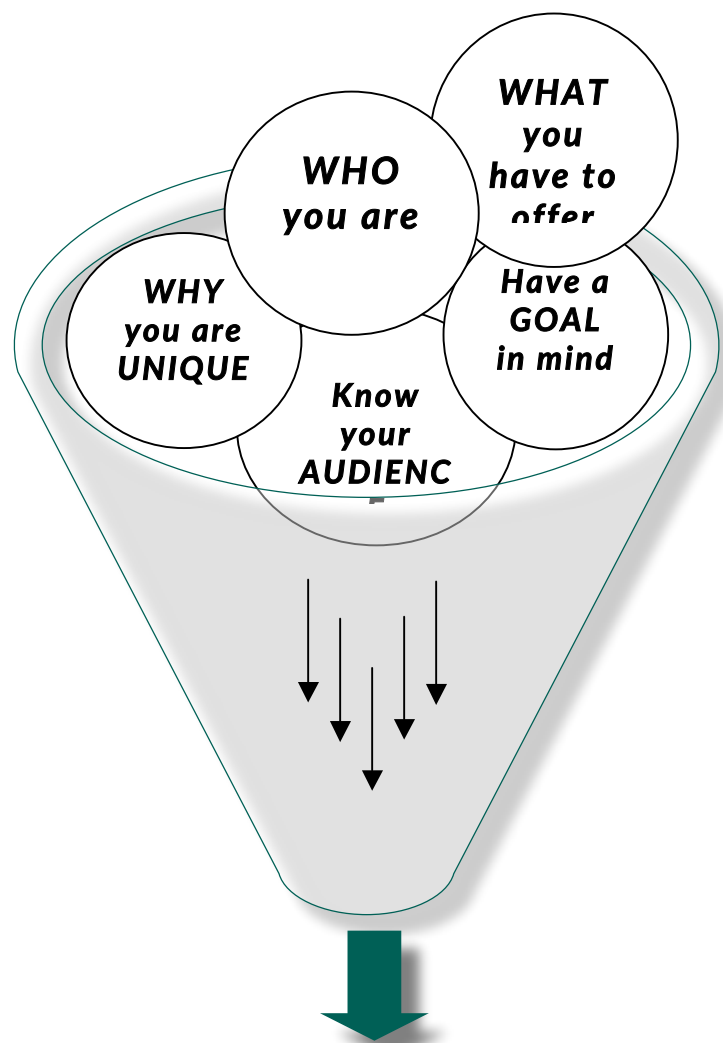
1. Know yourself:
 - WHO you are
 - WHAT you have to offer
 - WHY you are **UNIQUE**
 - Have a **GOAL** in mind
2. Know your audience
3. Create your pitch

You only have a short time to explain who you are and you never get a second chance to make a good first impression. Therefore, by having an understanding of yourself: skills, values, goals, and accomplishments, along with some practice, your message will come across as clear and professional.

It is important to know yourself, what you have to offer, and what your desired outcome is before you can help anyone understand what it is you need from them.

This guide will help you create the foundation, so let's begin.

GOOD LUCK!



HAVE IT ALL COME TOGETHER
TO CREATE AN ELEVATOR PITCH.

KNOW YOURSELF

You are the expert on yourself and having a basic understanding of who you are is the key to creating a powerful pitch. Remember, no one knows who you are so it is your job to market yourself in a way that gets your message across precisely and professionally. Your pitch will vary depending on your experience and networking situation. However, these four points are a great place to begin.

INFORMATION TO INCLUDE

“WHO”

Who are you?

- This would be your greeting
- Include your name and/or title, or current position
- Include your educational background
 - Degree/s you have
 - Degree/s you are pursuing
 - Certifications or licenses you have

EXAMPLE:

“Hi, I am Jane Smith and I’m a senior at Post University. My major is accounting with a concentration in legal studies. Eventually, I hope to acquire my CPA license and work for a large corporation.”

“WHAT”

What do you have to offer an employer or company?

- Be able to discuss your expertise and how it can benefit an employer.
- What are some skills you have that will benefit the company?
- What expertise do you have that you know they are looking for?

EXAMPLE:

“Last summer I completed an internship with ABC Accounting Firm and I am hoping to find a second internship with a law firm for my final semester. I’ve always had an interest with the legal field and I hope to be able to learn more about contracts and legal procedures regarding corporate business.”

“WHY”

Why or what makes you unique?

- Experience and skills
 - Special projects you may have completed or are currently pursuing
 - Skills that are expected of someone working in this line of work
- Awards or accomplishments that may set you apart from others or prove your worth

EXAMPLE:

“I’ve maintained a GPA of 3.8 while attending school full-time and working a part-time job. Because of that, I feel my organizational and time management skills could benefit an employer. I am also currently the vice president of the Accounting Club and have volunteered on numerous occasions for local charities across Connecticut.”

“GOAL”

What short and long term goals do you have?

- What is your future goal?
- Request/Closing, What would you like to see happen next
- This is where you ask for the next step

EXAMPLE:

“I feel that this has helped me with my communication skills and I am hoping you might have an internship available at your firm, or know of anyone who may be looking for someone with my background. Here is my business card.”

KNOW YOUR AUDIENCE

Analyze your audience and become familiar with the skills, experience, education, work style, etc., you would be expected to have based on the type of field you desire to work. Also, understand what the job entails and the company's obstacles. By understanding these things, you can determine how your skills relate to the needs and the requirements of the company and the position.

Ask yourself these questions and use it to "qualify" yourself:

1. What is expected of someone working in your field, doing the type of job you seek?
2. What skills and level of education would you need to have?
3. What goals and obstacles does the employer have and how can you help them reach their objective?
4. Do the values and goals of the company match what you want for yourself?

Throughout your career, you will want to adjust your pitch depending on your audience. The pitch you use while networking for a job, or internship, will be different from the pitch you might use while chatting with a friend or colleague. It may vary depending on your experience, skills, accomplishments and goals. You can use the template on the next page as a beginning guide.

CREATE YOUR PITCH

You never know when you will come in contact with a person who can help make a difference in your career. By fine-tuning your pitch with this checklist, you can put the pieces together and formulate an intelligent, informative Elevator Pitch that will convey your professionalism and desire to succeed. Think about a "WOW Factor" that can help you stand out from the crowd and use that to catch the listener's attention.

- ☐ Write down everything that comes to mind in each appropriate box, on the next page.
- ☐ Edit and remove all jargon and unnecessary details that waste time. You want to include strong, short, powerful statements. Don't include lengthy narratives.
- ☐ Proofread and connect phrases together to make it flow. Don't rush when speaking.
- ☐ Memorize key points and practice in front of a mirror so you can watch your facial features during your delivery.
- ☐ Have you covered the **key question: What is in it for the company and the position they are looking to fill?**
- ☐ You may want to create different versions for different situations: Networking, Interviews, Parties, Giving out a business card, etc...

Some things to remember while delivering your pitch are:

- ✓ Look presentable
- ✓ Use appropriate eye contact
- ✓ Have your business card ready
- ✓ Use a confident handshake
- ✓ Show passion and commitment to generate interest
- ✓ Become comfortable talking to others and asking for what it is you want
- ✓ Don't be afraid to ask for the next step

For ideas on what to do, and what not to do, you can view sample Elevator Pitches at https://www.youtube.com/watch?v=4ytYZUN_ArE.

PUTTING IT ALL TOGETHER

Use this template as a guide. Write your answers to each individual question in each box, then combine all answers in the final space provided.



Describe who you are...



Describe what you have to offer...



Describe **why** you are unique...



Have a goal in mind...



Use this space to combine all your answers and create your ***final pitch...***