ELEVATOR PITCH

Learning Outcomes

Learn how to do elevator pitches.

Learn how to sell yourself.

Practice pitching and delivery of pitches in a live presentation.

Practice writing slides by creating a script.

WHAT IS AN ELEVATOR PITCH?

Defining the Elevator Pitch

According to Indeed, a personal elevator pitch is a quick summary of yourself. It's named for the amount of time it should take to deliver it the duration of a short elevator ride (roughly 30 to 60 seconds or 75 words). Elevator pitches sometimes thought to be specific to an idea or a product, but you can also use it to sell yourself as a professional.

STEPS TO DO YOUR ELEVATOR PITCH

STEP 1 STEP 4

INTRODUCE YOURSELF. ADD YOUR FXPI AIN WHAT YOU WANT TO DO FOR THE

CREDENTIALS. COMPANY OR CLIENT.

STEP 2 STEP 5

IDENTIFY YOUR GOAL. COMMUNICATE YOUR UNIQUE SELLING POINT.

STEP 3

EXPLAIN WHAT YOU DO. STEP 6

GIVE A BRIEF SUMMARY OF WHAT YOU CAN ENGAGE WITH A QUESTION OR A CALL TO DO.

ACTION.

WHY ARE YOU QUALIFIED?

STEPS TO DO YOUR ELEVATOR PITCH

STEP 7 STEP 8

FAMILIARIZE AND PRACTICE YOUR PITCH.

BE HARDWORKING AND REVISE AS

NECESSARY.

USING SWOT ANALYSIS ON ELEVATOR PITCH

STRENGTHS

What advantages do you have for the company?

What do you do better than anyone else?

What are your unique selling points?

OPPORTUNITIES

What changes in technology, policies, and social patterns can be a growth opportunity for you that the company can benefit from?

WEAKNESSES

What areas can you improve on?

What are your action items to address what's

lacking?

THREATS

What are the obstacles you may encounter?

Who are your competitors?

What changing factors can threaten your hiring

rate?

CRAFTING YOUR PITCH SCRIPT

Hello, my name is _____, and I am a graduate of (school), with a Bachelor's Degree (course). I am interested in the position of _____ in your company. I have been involved in (your experiences). I possess the following (skills). (You can insert more lines if you want just follow the format/steps indicated in this lecture.) Could you tell me more about ____.

CRAFTING YOUR PITCH SCRIPT VER 2.0

My name is	and I come from
	. I graduated in (year) from
	(school), with a degree in
(field).	
My skills include	
I am looking for a job in	(areas) because

CRAFTING YOUR PITCH SCRIPT VER 3.0

My Elevator Spec (with work experien				
My name is and I come from				
I graduated in	(year) from	(school), with a degree in	(field).	
Since graduation, I work	ked in		(company, institution, organization) as a	
		(position) where I was responsib	le for	
	, and		(indicating your main areas of responsibility).	
My skills include			, and also	
I am looking for a job in		(areas) because		
also			(reasons).	

PRO TIPS FOR DELIVERING YOUR PITCHES

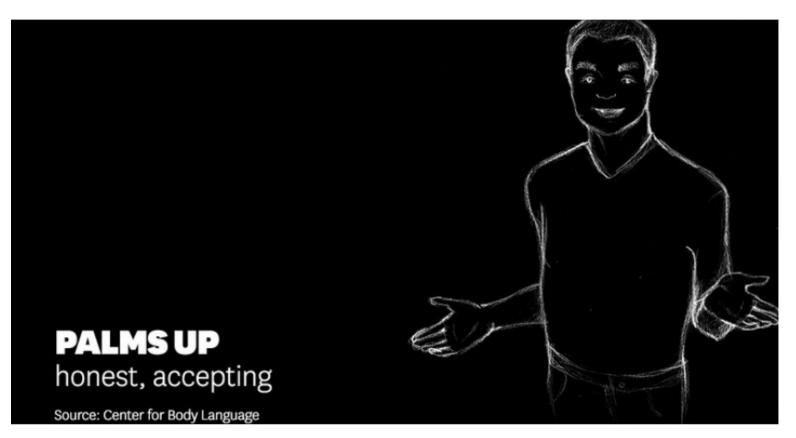
From Harvard Business Review

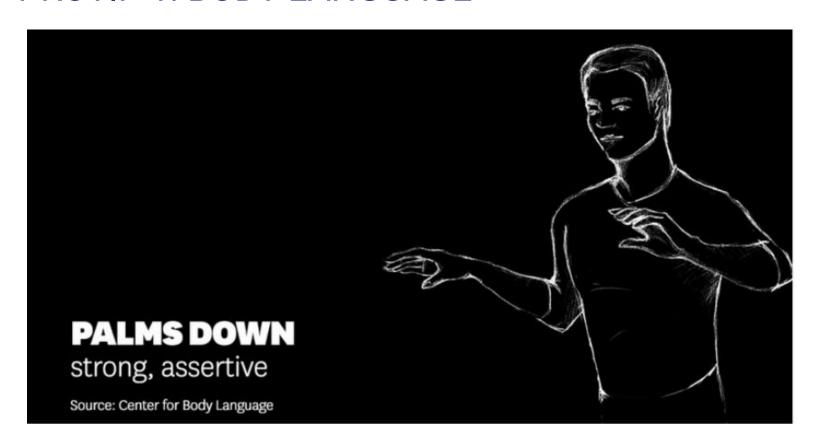












REMINDER:

Your non-verbal cues and body language should simultaneously support what you say and what you are talking about.

CONCLUSION

KNOW YOURSELF

It always starts with YOU.

CREATE A SCRIPT.

Write a good working script. But do not memorize, FAMILIARIZE.

PRACTICE

Need I say more?

References

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- Ultimate CV: Over 100 winning CVs to help you get the Interview and the Job by Martin Yate
- . The Rules of Work: A definitive code for personal success by Richard Templar
- HBR's 10 must reads on communication by Harvard Business Review
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- What Color Is Your Parachute? Job-Hunter's Workbook, Sixth Edition: A Companion to the World's Most Popular and Bestselling Career Handbook by Richard Bolles and Katherine Brooks
- The Job Search Manifesto: Turning Job Search Frustration into a Career Long Skill by Steve Hernandez and Mike Manoske