# **Elevator Pitch**

Hello, my name is Wendell, and I am excited about the new position with your company. I noticed that you are looking for a candidate with mobile development experience, but let me tell you how my experience has gone above and beyond. In my last internship, I independently developed and maintained the WeChat mini-application client and iOS client for the company. And I migrated the company official website from Django to Vue.js and rewrote the backend system with SpringBoot so that it can still run under twice the load compared to the previous one. So I can fit the job very well. Here is my resume. Would you be willing to meet with me next week for an official interview?

**A SAMPLE ELEVATOR PITCH OUTLINE**

These 10 questions will help you develop a concise but comprehensive account of your training and skills. Use each question to write one short, powerful/persuasive sentence.

ABOUT YOU

1. Open with a statement or question that grabs attention: a hook that prompts your listener to ask questions

2. Tell who you are: describe you and your skills

3. Tell what you have done and show enthusiasm

WHAT DO YOU OFFER?

4. Tell what problems you have solved or contributions you have made.

5. Offer a vivid example.

6. Tell your listener why you are interested in the industry or job vacancy.

WHAT ARE THE BENEFITS OF HIRING YOU?

7. What specialized technical skill or characteristic do you offer?

8. Give a concrete example or tell a short story about how you work. What are the advantages of working with you?

HOW ARE YOU DIFFERENT?

9. What personality traits do you possess which distinguish you from all other candidates?

CALL FOR ACTION

10. Tell your listener exactly what you want to do afterwards. Do you want to be selected for an interview, a referral, a follow up meeting after your elevator pitch?

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| **Logo  Description automatically generated** | **Course Code:**  **Course Title: Assignment:**  **Deliverables:**  **Points:**  **Deadline:**  **Name：** | COMM 3590  Professional & Business Communication  Elevator Pitch  Video (Google Folder)  **70pts**  16 November 2021 |

**Rubric:**

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|  | **Novice** | **Competent** | **Proficient** |  |
| **Content** | 9-13 | 14-16 | 17-20 |  |
| 10 step guide not followed. Persuasive language not used to engage and excite listener. | 10 step guide followed to some extent. Persuasive language used sometimes to engage and excite listener. | 10 step guide carefully followed. Persuasive language used to engage and excite listener. |
| **Body Language** | 9-13 | 14-16 | 17-20 |  |
| Face, voice and body do not appear confident and enthusiastic. Delivery is not fluent and appears rushed. | Face, voice and body sometimes appear confident and enthusiastic. Delivery is sometimes fluent and rushed. | Face, voice and body combine to appear confident and enthusiastic. Delivery is fluent and not rushed. |
| **Appearance** | 6-9 | 10-12 | 13-15 |  |
| Attire is not appropriate  Poor grooming (jewelry, hair) | Attire is not entirely appropriate.  Well-groomed | Attire is appropriate  Very well-groomed & business-like appearance |
| **Production** | 6-9 | 10-12 | 13-15 |  |
| Lighting and background are not appropriate. Sound quality is poor and does not synch with video. Camera is not steady. Time limit not adhered to. | Lighting and background are somewhat appropriate. Sound quality is inconsistent and does not always synch with video. Camera is somewhat steady. Time limit adhered to. | Lighting and background are appropriate. Sound quality is excellent and synchs with video. Camera is steady. You have adhered to the time-limit. |  |