

ELEVATOR PITCH GUIDE

Tips & Info

for perfecting the key ingredient to job search success



KNOW YOUR AUDIENCE
Better yet, research them! Find out who they are and how that is relevant to you. Knowing you've done your homework will make you more confident!



MAKE EYE CONTACT
This demonstrates confidence, interest and respect. And always address the individual by his/her proper name - "old school" manners can have a big impact!

PREPARE AN OUTLINE

STEP 1



What are your key strengths or positive qualities?

STEP 2



Why are you interested in this organization, or more generally, this industry?

STEP 3



What unique contributions will you make?

PERFECT YOUR PITCH:

Practice, practice, practice! Finalize a cohesive elevator pitch, so when you have the opportunity to express what makes you AWESOME, you can take capitalize!

KNOW THE NUMBERS



Percentage of bosses that claimed they know within 90 SECONDS during a conversation whether they will hire someone

1 min

>

3 min

TIME TO SELL YOURSELF



■ What we say ■ Confidence
■ Appearance & Demeanor

Appearance & confidence matters even more than what you actually say - pay close attention to the non-verbal cues you give during your pitch.

CARE ABOUT CLOTHES

Percentage of bosses who said CLOTHES would be the deciding factor between two similar candidates

65%

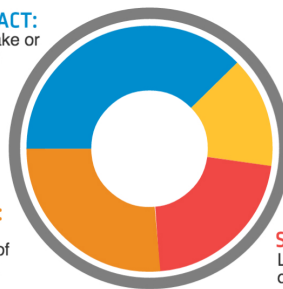
COMMON NONVERBAL MISTAKES

EYE CONTACT:

Failure to make or maintain eye contact

KNOWLEDGE:

Having little to NO knowledge of the organization



Handshake:

Too weak of a handshake can signal lack of confidence

SMILE:

Lack of smile or energy

Most common interview question
"TELL ME ABOUT YOURSELF"

