

Creating an Elevator Pitch

Workforce Centers of South Central Kansas

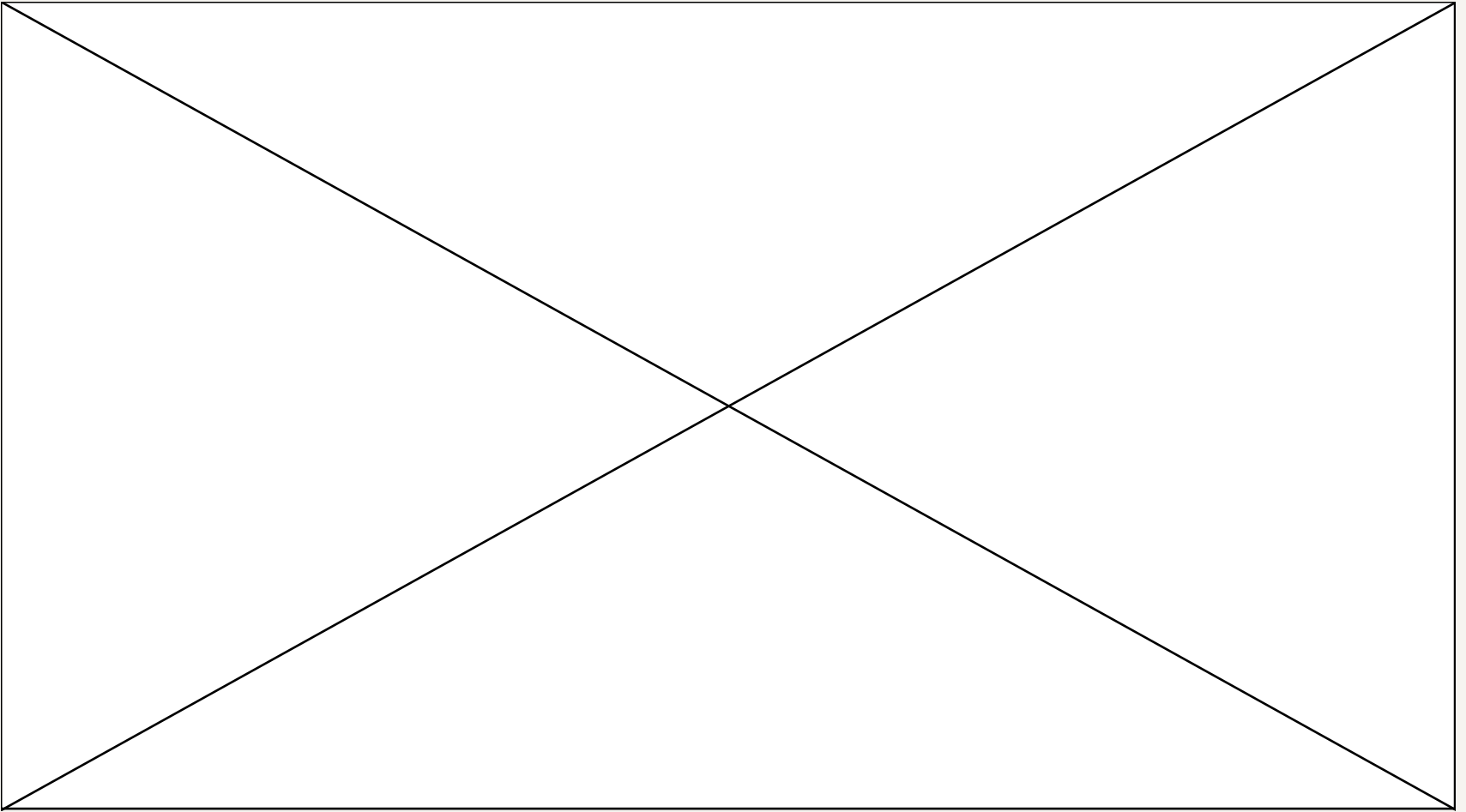
Have you ever been asked...

What do you do?



And then looked like this...

An Elevator Pitch is...



An Elevator Pitch is...

- An introduction used for Networking opportunities
 - Live Audience
 - Networking event
 - Literally in an elevator
- ALWAYS include your NAME
- What value do you have to offer?
- Achievements...
- SMILE! And offer a firm handshake

The trick is...

- To say **WHO** you are and **WHAT** you do in as few words as possible.
- It's different for every situation, so determine **WHO** you are talking to and **WHAT** do you need from them.
- Include **NUMBERS** and **CONCRETE** details.

Don't be a drone...

- Should be conversational, not scripted
 - PRACTICE, PRACTICE, PRACTICE
- Be quirky or unexpected with your answers
 - Use an unusual word to describe yourself –or –
 - Talk about a unique passion you have

For Example...

Hi, my name is John C Doe.

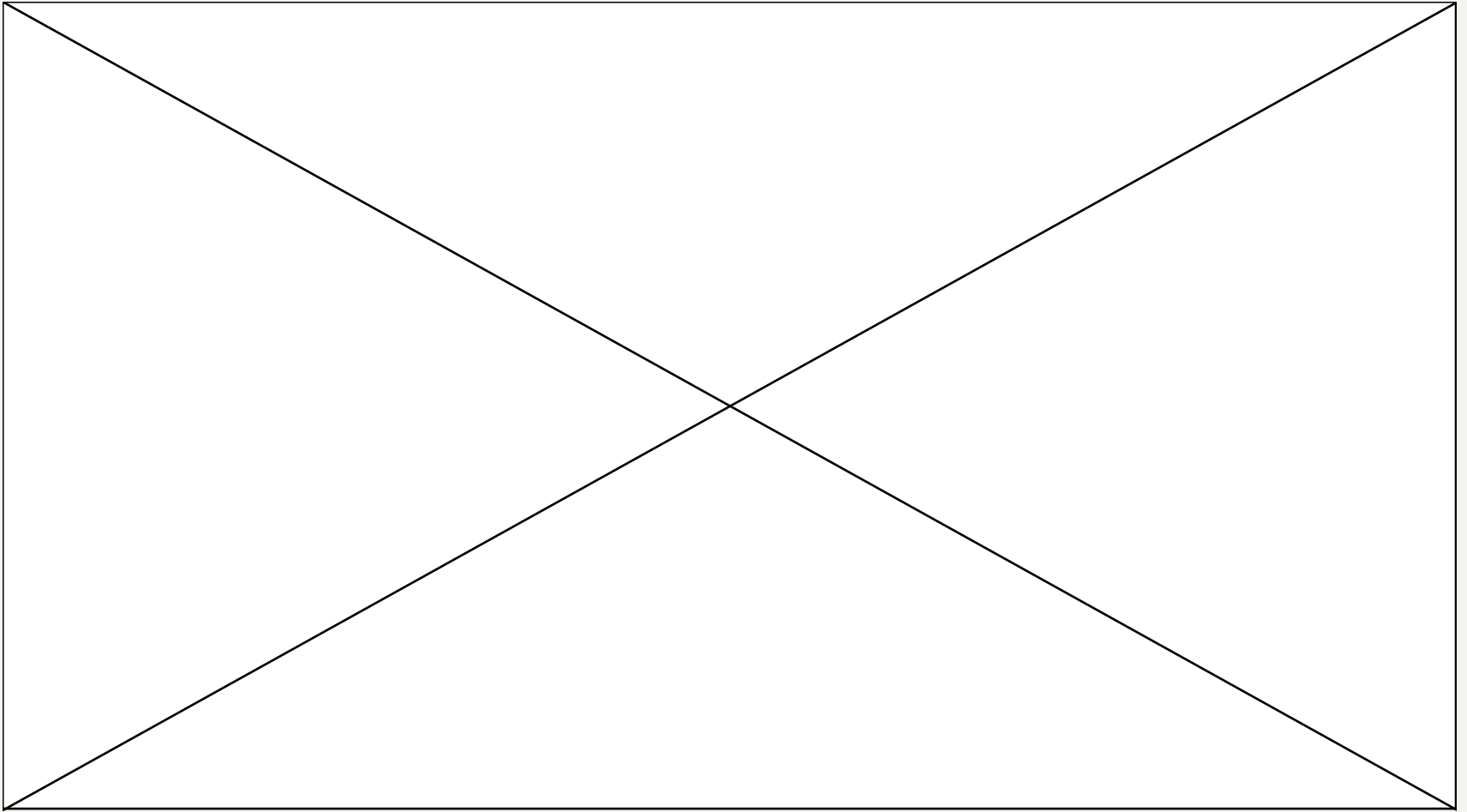
I will be graduating/I just graduated from Wichita State University with a degree in Aerospace Engineering.

I'm looking to work in your department.

I recently certified in composites as well.

Can I take you out for coffee sometime to elicit your advice?

An Elevator Pitch is...



So what do you do? (Fill in the blank)

- ***I'm a*** [insert your job title].
- ***Officially, my job is to*** [insert your clear-cut job description, e.g., seek out publicity opportunities for my company / write grant proposals / coordinate our annual healthcare conference for 5,000 people].
- ***But really? I*** [insert your emotional job description].
- **To sum it all up:** The key to writing a job description that people will actually read, listen to, and remember is using phrases like:
 - *“But really...”*
 - *“Which really means...”*
 - *“Basically? It’s all about...”*
 - *“Which is a fancy way of saying...”*

For a Networking event...

Who am I? (introduce yourself) --

What field or industry am I in? --

What position am I in? In what capacity do I serve? --

What is my UVP (Unique Value Proposition)? What makes me different from the competition? --

What benefits can employers derive from skills, based on my proven accomplishments? --

FEEDBACK

CONTACT US

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