



## Elevator Speech – Personal Infomercials

Guidelines to selling "You," the brand, in 30 seconds or less.

### Here's the pitch.

Picture this: You're waiting for the elevator and waiting next to you is the CEO of the organization for which you'd like to work. You have to act fast – you have less than 30 seconds to connect with the employer, sell yourself, and prove why you're the one to hire.

Hence the term "elevator speech."

A chance introduction, such as the one above; a networking event; and leaving a voicemail are all perfect opportunities for your elevator speech.

Your elevator speech should very quickly market your qualifications, abilities, and ambitions – and should last anywhere from 15 seconds to three minutes, depending on the situation. Its function is to rapidly educate the listeners on "You," the brand (See: "All About You"). You want to generate enough interest so they want to learn more, which will hopefully lead to an interview.

### Ideal pitch.

Your elevator pitch must communicate what differentiates you from all other candidates and makes you distinctive and valuable to the employer. Basically, it compresses into a few seconds all the crucial points from your résumé, cover letter, and interview. Since time is limited, your speech must be presented clearly and in a compelling way and answer these questions:

- Who are you and what do you offer?

- Why are you interested in the position?
- What are your credentials?
- What can you do for the employer?

A successful elevator speech is the ideal chance to promote yourself and boldly answer those two interview questions, "Tell me about yourself" and "Why should I hire you?" in as few words as possible. Keep your message focused, clear, and unforgettable.

Remember, *you* are the product.

### Pitch practice.

Your elevator speech should:

- Sound natural, unprompted, relaxed, pleasant, and genuine.
- Be concise, authentic, and brief – truthfully express what interests you without overloading the listener with information.
- Provide supporting facts and specifics of your credentials.
- Hold the listener's attention and make them want to continue the conversation.
- Address the employer's problems, but don't provide a complete answer – save that for the full interview.

As with any verbal, face-to-face encounters: practice, practice, practice.

- Work on your body language and delivery in front of a mirror or with a friend. Pitching an elevator speech is an opportunity outside of an interview

### Simply put:

Know your elevator speech and have it ready for that chance encounter:

- Be prepared at all times.
- Keep it brief and straightforward.
- Fit your speech according to the listener and his/her needs – focus on what you offer.
- Make it personal, genuine, and unforgettable.
- Practice makes perfect, but sound natural.
- Engage the listener.
- Leave them wanting more.

to interact in person and make a positive, lasting impression.

- Once you're comfortable with your message, tailor it to fit multiple audiences.
- Maintain eye contact and be aware of the employer's body language, but don't overdo it.
- Use daily, informal language. Breathe, pause. Don't sound desperate.
- Ask for a business card or way to contact them, and even suggest a future meeting when done.

Keep in mind that not every elevator speech ends in a follow up. Also, remember that, while it's about "You," the brand, don't make it *all* about you. The employer is only interested in how you will meet his/her business and employment needs.

Visit **RAMTRACK** to explore our school's job search database and **MORE!**  
<https://www.myinterfase.com/framingham/student/>