

ELEVATOR SPEECH QUICK TIPS:

30 seconds

Make it memorable, not annoying.

Before you begin:

Know what you're selling:

- 1) What are your key strengths?
- 2) What adjectives come to mind to describe you?
- 3) What is it you are trying to "sell" or let other know about you?
- 4) Why are you interested in the company or industry?

Know who you are selling to:

- 1) What's in it for them?

Outline your key points

- 1) Who am I?
- 2) What do I offer?
- 3) What are the main contributions I can make?
- 4) What should the listener do as a result of hearing this?

Careful closing:

Pose a simple question:

→ Will you be hiring new _____? Do you have a program for new grads? Do you post your jobs online?
Is there a typical time of year you do most of your hiring?

Avoid asking them for something:

X Could you take a look at my resume? Can I email you my portfolio?

Ask an easier question from above and see how it goes before you begin asking for something.

Know when to stop talking!

Be respectful of their time. Short and impactful!