

quick tips Elevator Pitch

Step 1. Outline the Pitch

Developing your Elevator Pitch (or Professional Self-Introduction, or just Introduction) is useful in introducing yourself at career fairs, networking opportunities, and even in the “tell me about yourself” question of an interview. It was originally named Elevator Pitch from the concept of selling yourself or your business to a complete stranger from the time it would take to enter an elevator until you reach your desired floor.

Who am I ...

Begin by telling the recruiter your name, year in school, university, and major. List anything unique about your course of study

What can I offer ...

Next, discuss your accomplishments/skills most relevant to the company or job. Include 'evidence' through projects, classes, internships, research, on-campus jobs, service, leadership and activities

Why am I here ...

When discussing why you are here, you're telling the recruiter what it is you are seeking. "Here" in this context can mean job fair, networking event or online application. Mention why you are interested in this company or how your skills/experiences align with their needs.

What I hope happens in the future ...

Lastly, indicate areas for growth and how this aligns with your professional goals. Also mention what you hope happens as a result of this meeting (Get an interview? Stay in touch on LinkedIn?). You can end with a question that invites the listener to join in the conversation.

Step 2. Tips for your Pitch

The length of your pitch

A good suggestion is that your initial introduction lasts about 30-seconds. Hopefully, you and the employer will then continue the conversation. At a career fair the conversation may extend beyond the introduction by 3-5 minutes. However, in a more casual networking setting, your initial introduction could turn into a 15-minute conversation. It depends on the situation. For the "tell me about yourself" interview question, your introduction will need to be 1-2 minutes long.

quick tips Elevator Pitch (cont.)

Step 2. Tips for Your Pitch (cont.)

More tips for your pitch

Show appreciation of and/or familiarity with the company (doing prior research on their website or LinkedIn profile will help)

Present yourself as adding immediate value to a company in terms of your experience and skill set

Make sure that your message is concise, yet informative

Be prepared for them to ask for your resume after you've given your pitch and then to ask you questions about what you have listed on your resume

Practice your pitch until it sounds natural, not rehearsed

Sample pitch #1 for a career fair

"Hi, I'm Amelia Malkin. I am a Junior Business Administration major in the Tepper School of Business completing a track in Finance. Last summer I interned with PNC Financial Services as a Sales and Trading Summer Analyst in the Derivatives Product Group. I'm now interested in pursuing a summer internship position with Citi in Sales and Trading where I can utilize my communication skills and solid quantitative abilities. My experience as a student athlete at Carnegie Mellon has helped me to develop a strong teamwork ethic, time management skills and the ability to stay calm under pressure and these abilities will help me to be successful in a financial services career. Can you describe some common projects an intern would get to work on in the Sales and Trading division?"

Sample pitch #2 for a career fair

Hi, my name is Jon Ling and I will be starting my junior year in the Social and Decision Science major in the School of Humanities and Social Sciences with an interest in consumer research and product development. I am also the President of the undergraduate Entrepreneurship Association. I'm very interested in gaining experience in product development with a firm such as P&G, which continues to set the industry standard for analyzing consumer behavior and developing cutting-edge products. I'd like to learn more about internship opportunities within your organization."

Sample pitch #3 for a career fair

Hello, I'm Julia Stuart. I am a junior in Mechanical Engineering with an interest in design and testing. I have completed several Mechanical Engineering projects such as the Astronaut's Coat Rack and last summer I completed an REU at the University of Iowa on building robots. I am also the President of the Robotics Club on campus, where I lead a group of more than 30 students in various projects. I'm very interested in bringing my design, analytical and teamwork skills to Ford this summer. Could you please tell me about internship opportunities with your company?"

quick tips Elevator Pitch (cont.)

Step 2. Tips for Your Pitch (cont.)

Example of a networking conversation

Student: "Hi, I'm Amelia Malkin. I am a Junior Business Administration major in the Tepper School of Business completing a track in Finance.

Employer: Hi Amelia, I'm Jim Lancaster from Wells Fargo. What are you interested in?

Student: I'm interested in pursuing a summer internship in Sales and Trading where I can utilize my communication skills and solid quantitative abilities.

Employer: Are you involved on campus at all?

Student: I am on the CMU Volleyball team. I think my experience as a student athlete at has helped me to develop a strong teamwork ethic, time management skills and the ability to stay calm under pressure and these abilities will help me to be successful in a financial services career.

Employer: Do you have any other experiences that would help you at Wells Fargo?

Student: Last summer I interned with PNC Financial Services as a Sales and Trading Summer Analyst in the Derivatives Product Group. Can you describe some common projects an intern would get to work on in the Sales and Trading division?

Employer: [technical answer] It sounds like we should stay in touch concerning future internship positions at Wells Fargo. Here is my email address. Why don't you follow-up by sending me your resume.



Additional help

After you develop your elevator pitch, meet with your career consultant to review and practice it. Additionally, check our online videos about elevator pitches at <http://www.cmu.edu/career/resources/index.html#Elevator-Pitch>.