



The Pitch (ie. Elevator Speech) Your personal sales pitch in 140 characters or less

How do you tell about your skills and abilities in 30 seconds? Creating this message is an important statement about you, and helps to start a conversation that leads to networking and building a relationship with another professional. Consider this pitch as a short advertisement for you that is concise and clever. Here's how to get started.

Developing the Pitch

- 1. Introduction: *Remember to make good eye contact, strong handshake, and smile!***
 - Hi, my name is _____.
- 2. Background Information: *Ask Yourself- What is unique about you?***
 - I am pursuing a _____ major at Gardner-Webb University.
 - I graduated from Gardner-Webb University with a bachelors/masters degree in _____.
 - I would like to work at _____ because I want to learn _____.
 - While at Gardner-Webb, I interned at _____.
- 3. Expertise: *Share Your Experiences***
 - Currently I work at _____ as a _____ where I am responsible for _____.
 - My experience (internship, academic, work, leadership, volunteer) includes _____.
- 4. Strengths and Skills: *Describe Your Contributions and Accomplishments***
 - One of my greatest strengths is _____.
 - I am skilled in _____. (Showcase skills that relate to your field or the employer)
- 5. Connect Back to the Employer: *Why Have You Shared the Information You Did?***
 - My experience/skills will benefit your company through _____.
 - I recognize these skills are important to you because _____.
- 6. Call to Action: *Provide a Chance for Follow-Up***
 - It was a pleasure speaking with you. Could I follow-up about future opportunities with your company?
 - Could I stay in contact with you about _____?
 - I would like to hear more about what career opportunities are available to me.

Other Considerations

- Be mindful of Non-Verbal Communication: Use direct eye contact, straight posture, strong voice, no "um's" and don't forget to smile!
- First impressions matter. Don't forget to breathe and remember you are the expert in this situation.
- Practice, practice, practice. Write your pitch down and practice delivery. Try recording your pitch.

