Developing a 30-Second “Elevator Pitch”

This exercise was developed 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. Preparing your pitch is useful in introducing yourself at career fairs, networking opportunities or even in the “tell me about yourself” phase of an interview. Please review the samples and instructions below to assist you in developing your own pitch.

Examples:

“Good morning, I’m Scott Rodgers and I am a Senior Business Administration major in the Tepper School of Business. I am concentrating in Finance and last summer I completed an internship with PNC Financial Services. I’m now interested in pursuing a full-time position with ING because I admire the client-focused culture and the amount of effort devoted to developing new employees into strong finance professionals. Could you tell me more about your leadership development program?”

“Hello, I’m Julia Stuart. I will be starting my junior year in the Social and Decision Science 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 e 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.”

Tips:

- Provide the listener with a brief overview of the pieces of your background which most relate to your current interests
- Show appreciation of and/or familiarity with the company.
- Try not to focus too much on what you want out of this opportunity. Present yourself as adding immediate value to a company in terms of your experience and skill set.
- Make sure that your message in concise, yet informative. The delivery should not take longer than one minute, although thirty seconds are ideal.
- Be prepared for resume probes after you’ve given your pitch.
- Practice your pitch until it sounds natural, not rehearsed.