

ELEVATOR SPEECH, A TOOL FOR LANDING INTERVIEWS



CareerServices

AN ELEVATOR SPEECH

An elevator speech is a clear short message that you communicate to your potential employers in less than 30 seconds. This speech will tell them about who you are, what you have accomplished, and what you will bring to the company. It is similar to selling a product in a commercial that runs for 30 seconds.

WHY DO YOU NEED AN ELEVATOR SPEECH?

- Leave an impression on your possible recruiter
- Suggest what you can achieve for the company
- Get an interview or at least get a visiting card
- Communicate with some important people in your field
- Use in an interview when you are asked to tell about yourself

POINTS TO REMEMBER

Here are a few questions you must remember when you are writing an elevator speech for yourself.

- Who you are?
- Which company you want to work in, and who is the potential employer?
- Do you have the training and experience to be hired for the position?
- What are your strengths?
- Do you have any weaknesses?
- Do you have any job-specific skills?
- Are your accomplishments countable?
- What can you provide to the employer and the company?
- Do you have any transferable skills that can be used in the future?

INSIDER TIPS

Here are a few tips that will help you place your elevator pitch effectively;

- Always remember to ask for a business card or an official email address if you don't have one.
- Thank the person as soon as you end your speech.
- You must change the elevator speech according to the person you are addressing. This customization will make your speech more impactful.
- Carry a printed copy of your elevator speech along so you can scan it quickly before speaking.

TEMPLATE

1. Hello _____, my name is _____. I am a graduate from West Virginia University and I received my _____ in _____.
2. I am interested in the _____ position at _____ because of _____.
3. My training and education includes: _____, _____, & _____.
4. I received the _____ award in _____. I increased _____ by ____%. I can provide _____ and _____ to the organization.
5. I have great _____ and _____ skills and I know I will be able to transfer them to my next position.
6. I hope to be able to speak with you further about what skills I can bring to _____. Here's my _____ (business card/resume). May I have your _____ (business card/contact info?) Do you have time in your schedule to meet for an interview to discuss this position further?
7. Thank you so much for your time today. I hope you have a great afternoon and I look forward to soon talking to you again.

ELEVATOR SPEECH EXAMPLE

Hello Mr. John Clark, my name is Lily White. I am a graduate of West Virginia University, and I recently received my bachelor's degree in Computer Sciences.

I am interested in the intern position in your Software Development department because I am passionate about my field.

Soon after completing my degree, I enrolled in training on software engineering processes that lasted for 6 months. My recent internship at XYZ company also gave me some experience of working in a professional environment. I received the Outstanding Internee Award while working in my previous internship. I am hopeful that I can bring strong work ethics and team spirit while I work at your company.

I have strong communication skills in addition to the good expertise of multiple computing languages and I believe I will be able to carry them to my next position.

I hope to be able to speak to you further about the skills that I can bring to your company. Here is my resume, along with a cover letter. May I have your business card for future correspondence? Do you think you can find the time to schedule an interview to discuss the job position further?

Thank you so much for finding the time to meet me. I hope you have a great afternoon, and I look forward to talking with you soon again



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