

Syracuse University

School of Information Studies

The Elevator Pitch

Career Services

114 Hinds Hall

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What and Why

What is an Elevator Pitch

- A **short summary** used to quickly and simply define a person, product, service, or organization its **promise of value** to be delivered.
- The name “elevator pitch” reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes.

A successful elevator pitch is short, sweet, and to the point.

Why prepare an Elevator Pitch

A thirty second pitch can be used in many instances, such as:

- 1. Career Fairs**
- 2. Chance encounters with employers or individuals with connections to a preferred employer**
- 3. Networking events**
- 4. General introductions**

You never know who you will meet and when, always be prepared.

Crafting and Delivery

How to craft a successful pitch

In order to develop an effective pitch you must:

- 1. Know your audience**
- 2. Know yourself**
 - a) Key strengths
 - b) Adjectives that describe you
 - c) A description of what you are trying to let others know about you
 - d) Statement of interest in the company or industry the person represents

Key Components

- 1. Who you are**
- 2. What you can offer**
- 3. What contributions you can make**
- 4. What should the listener do as a result of hearing this**

Keep it simple!

Building your Elevator Pitch

About You

- Express who you are
- Express what you do

Identify key relevant skills, competencies, and qualifications

- Express what problems you have solved or contributions you have made
- Offer a vivid example

Explain how you can contribute or are relevant to them

- Discuss what special service, product or solutions you can offer
- What are the advantages of working with you – what are your best qualities?

Call for action

- What is the most wanted response after your elevator speech

Stay focused!

Delivery

Delivery

- Smile
- Shake hands
- Be enthusiastic
- Make sure you don't sound rehearsed
- Be prepared to back up your statements if you are asked follow up questions

Be authentic, slow down, and breathe