

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:

“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.

“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 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 is concise, yet informative. The delivery should not take longer than one minute, although thirty seconds is ideal.
- Be prepared for resume probes after you’ve given your pitch.
- Practice your pitch until it sounds natural, not rehearsed.

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