



Smart Job Hunting America
The Institute of Career Education,
Employment and Career Development

Job Search 2017

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ELEVATOR SPEECH (aka, "ELEVATOR PITCH") BUILDER (GUIDE) – by Marissa Marsala

Networking Piece: ([GETTING help from others](#))

Write and practice your elevator pitch *before you come*. It does not have to be perfect! As many of you know, this is nothing more than introducing yourself, your key experience/skills areas, and the industries, companies, sample jobs titles and geographic areas you are targeting and focusing on within the county or elsewhere.

Dig deep and reflect on this so that you can **help OTHERS to help YOU!**

What is an Elevator Pitch? How to Prepare or Refine Yours:

A short, succinct, compelling career summary with a hook!

It allows others to quickly zero in on the value you bring and understand where you are focusing so they can help you.

- Your name: _____
- Summary of expertise (expertise in specific job type, areas of responsibilities, key skills)

- How/where you want to use that expertise: Target Industries and Target Company Profiles (i.e., size of company, examples)

- Target titles (Do Keyword Research for industry standard titles; use www.indeed.com etc.)

- Target companies (State companies you've applied to or are targeting)

- Target Geography/geographies: If you are open to relocating, specify localities

- Ask/Tell person/people how they can help you (be specific)

(If you are still employed, and are in the same job or industry in which you are seeking work, you may wish to state your **company name**.)

Goals:

1. It will help those in room think about leads you can speak with at your target companies/industries
2. Will allow them to think outside the box about where your skills can be utilized other industries/jobs

What Makes for an Effective Elevator Pitch?

Attributes:

- 30-45 seconds. Use short sentences.
- A branding statement that **readily** and **clearly** communicates who you are.
- How your skills add value and can benefit a business.
- Don't overuse the word 'I' to start a sentence. Be creative in writing structure.
- Conversational in tone/sounds natural - **practice out loud!**
- Contains details that allow people to relate to your skills/experience.
- If crafted correctly, will provoke further discussion. (Tell me about that.)
- **Are specific and relatable: The best pitches identify 1-3 things that make you unique and are impressive enough to have the other person say, "S/he is sharp! Who do I know who can use these skills?"**
- Develop a 2 minute and 3-5 minute pitch, as well. This involves simply adding specific detail, examples or short achievement or benefit-based stories about how you are unique from others who do what you do, and how you have helped others and/or can help them.

Sample Elevator Speech:

Hi ... my name is _____

("I am a") High-energy healthcare sales and business development leader with proven strategic and tactical business experience driving sales, managing sales teams, cultivating new and existing relationships and servicing national accounts. ("I have a"): Track record of exceeding sales targets, contributing to key business objectives, and impacting financial results. ("My experience includes") both hospital and alternate care facilities from 100-1200-bed facilities. My track record at St. Joseph's, Palomar and Sharp demonstrates my success at SUBSTANTIALLY growing revenues, up to 22% annually, and I am seeking a facility that can benefit from these skills.

I am exploring a similar work in the healthcare field, targeting companies like (Name companies) or other companies in the (list industries). The jobs I am specifically targeting are (list some titles) (and indicate the geographic areas in which you are conducting your search).

If you know anyone at these companies, or works in the healthcare field, I would appreciate an introduction.

Thank you - again, my name is _____ (Exchange business cards, as appropriate).

Netweaving Piece (GIVING help to others; "Altruistic Networking") - Sharing and Exchanging:

Bring emails/postings for any leads that have recently come to your attention by others you know. Be prepared to share leads/ideas and pay-it-forward!



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