

## Cheat Sheet: The Elevator Pitch

### **BASIC TIPS:**

- Introduce yourself. That might seem obvious, but it's an easy detail to forget if you are nervous.
- Explain why you are interested in the job and why you want to work for this particular company.
- Tell the executive why you are qualified and what you can bring to the job. Let the executive know what your college major is, and any special training or internship experience you may have had. You want to show him what value you can bring to the position and the company.
- Prepare a networking script. Summarize your background and your job interests, then practice, practice, practice. You don't want to fumble for the right words. They should come easily and smoothly.
- Make direct eye contact, use a firm handshake and smile. Confidence is extremely important.
- Do your homework. Mention a pertinent fact about the company. If you read a recent interview with the CEO, for example, talk about it.
- Ask questions. Give the executive a chance to give her opinion. For example, ask what she is looking for in a new hire.
- Thank the executive for his time. Politeness is a memorable quality.
- Follow up on your conversation. Ask permission to contact the executive at a later time.
- Keep a copy of your resume and a few business cards with you at all times. When an opportunity arises, you will be ready to hand them out.