**Elevator Pitch\ Conversation Starter**

**Worksheet**

* **Identify Your Objective**

The primary objective for this elevator pitch and conversation is to:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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*Examples include: learn about skills or experiences recruiters are looking for, exchange contact information with a company that offers internships, secure an interview for a specific position, showcase how my skills/experiences align with hiring needs, practice interacting with business professionals.*

* **Know Your Audience**

1. **This pitch is aimed at:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Include a specific company (or type of company) or, if known, the person you will converse with*

1. **who is in the business of:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Do your research and know what the company does.*

1. **and is looking for:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Do your research and describe why they are here. Look at job postings and be specific.*

1. **I’m interested in talking to this person because:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*What background/experiences do you have that match with what the company is looking for? What interests you most about this company or job? How does what they do align with your values?*

* **Create Your Pitch by Connecting #1 & #2**

*(see template on back)*

* **Keep the Conversation Going**
  + Be “in the moment”
  + Ask interesting and relevant questions
  + Listen to what the person is saying to you and respond appropriately
* **Follow-up!** 
  + Exchange contact information (ask what the best method of contact is)
  + Send a follow-up note within 24 hours
  + To really stand out, send a handwritten note/card!

**Simple Template**

(Remember to modify to fit your situation and style)

***[Get the conversation started]***

*Hi, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , I’m majoring in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and I will graduate in \_\_[month/year]­­­­­\_\_\_\_\_\_\_\_. I’m really glad to have this chance to talk to you today. I understand that \_\_\_\_[insert from (A) here] \_\_\_\_\_\_ is a [leader, strong performer] of/in \_\_\_[insert from (B) here]\_­­\_\_ and you are here today because \_\_\_\_\_\_[insert something from (C) here]\_\_\_\_\_\_\_. I’ve been looking forward to talking to you more about this because \_\_\_\_\_[insert something from (D) here]\_\_\_\_\_\_\_\_.*

**[ask a question that relates to the objective you defined]**

*Based on what I’ve learned, \*I have many of the skills {be specific here} that fit well with the position you are hiring for. Can you tell me a little more about the position and what qualities your successful new hires had coming into the position?*

*Or..*

*I’m not on the job market just yet but I would like to learn more about the skills and experiences that are important to your company. Can you share your insight on what’s important and things I can do while in school to be a strong candidate for a position with you in the future?*

**[continue the conversation by LISTENING to the person and following up with something related to what they said]**

\*The more specifics and examples you provide, the better. Don’t just say you’re a “team player”, give an example that demonstrates how you are.

**­­­­­­­­­­­­­­­­­­­­Completed Example**

*Hi, my name is Kevin Trainor, I’m majoring in marketing with a minor in information systems. I expect to graduate in May 2017. I’m really glad to have this chance to talk to you today. I understand that CDW is a leading provider of technology solutions to business, government, and healthcare organizations and you are here today to recruit for account manager positions in your Chandler office. I’ve been looking forward to talking to you more about this because my strong background and experience in marketing and technology seem to be a great fit for this position. My successful experience leading a team project in my sales management class made me realize that my interests are very well-aligned with the requirements for the position you are hiring for. Can you tell me a little more about the position and what qualities your successful new hires had coming into the position?*