



# Elevator pitch tips and samples

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## Prepare your elevator pitch

An “elevator pitch” is a succinct description that you give a prospective employer in a short amount of time—usually less than 60 seconds, or the length it takes for an elevator to reach the ground floor. It’s simply a quick explanation of what you want to do and why you’d be good at it.

A key networking tool, your elevator pitch should be a succinct description of your skills, education, experience, and results that you can discuss in a fluid, natural, conversational manner. Use it whenever you meet someone new, being mindful of the particular context and who you’re meeting.

Your elevator pitch should give the listener enough information about you to form a sense of what you’ll bring to the table. You should clearly convey the contributions you can make to an organization, while also leaving them wanting to learn more.

A strong elevator pitch delivered authentically and convincingly can open doors for you and increase your chances of making a positive and memorable first impression.

**To prepare your elevator pitch, choose no more than four points you want to make in your pitch. Reduce these points to four short phrases that will prompt the narrative in your memory while you are talking.**

For example:

1. Name
2. Profession or Education/Experience
3. Strengths/Successes/Results
4. Current Search/Immediate Professional Goal

Make sure you have alternative words to use, should you need to vary your pitch for a particular audience. (See “Positioning Statements” on page 30). In certain situations, you may find it appropriate to include a “fun fact,” to make you more memorable, e.g., “When I’m not in the classroom or studying, I enjoy teaching yoga to my fellow students.”

Once you have drafted your elevator pitch, continue refining it until you are confident that it is clear, focused and compelling. Do not memorize it, because you don’t want to sound too scripted or robotic. Instead, practice it so that

it flows naturally. Don’t rush through it and be deliberate about what you’re saying. Use a natural, conversational tone and maintain eye contact with your listener. And don’t forget to smile and demonstrate your enthusiasm.

After you’ve practiced your pitch, make sure to try it out on relatives, friends, neighbors, and Graduate Career Center advisors to get their feedback.

### SAMPLE ELEVATOR PITCHES

You might start your elevator pitch with a standard greeting or ask how the other person is doing. Then, launch into your speech.

#### ► Example 1:

*Hi, I’m Jason Bettle, an MBA candidate at Northeastern University. I’ve spent the past three years working as a corporate-lending professional in the banking industry and now I’m studying Finance at Northeastern to achieve my goal of becoming an Investment Analyst. I’m currently on the management team of Northeastern’s 360 Huntington Fund which has given me the chance to manage a real mutual fund and gain quality experience with analyzing data. I feel like I’ve thrived in this leadership position, and my recommendations recently resulted in a 15% average annual rate of return. Now I’m looking to expand my knowledge with a career I’m passionate about, so I’m looking for a corporate residency position in an investment firm like [Insert company name]. I will apply my analytical skills and expertise in research to contribute to the firm’s mission, and a position with [X] would teach me so much about the investment world. How do you recommend starting out with [X]?*

#### ► Example 2:

*Hello, I’m Sarah Simon, and I’m currently working towards my MS in Business Analytics at Northeastern University. I’m graduating in August and I’m excited to start pursuing my long-term goals of contributing to company research and data analysis. For the past few years, I’ve worked at the Gizmo Company as an analyst and project manager. I was able to gain extensive experience with driving effective and efficient business decisions. Through my graduate degree, I’m deepening my knowledge and skills and have gained experience with the analytics software [X, Y, and Z]. I hope to continue applying my skills in a career that I’m passionate about, and I think I’d be a great fit at [X]. What advice can you give me?*

#### ► Example 3:

*Hello, I’m Diego Alarcon and I’m earning my master’s in quantitative finance at Northeastern University. Before pursuing my master’s degree, I worked as a financial consultant in Peru at a company called EY, where I focused on credit risk measurement. My time at EY taught me how to comply with Basel III regulation and combat money laundering, skills that I am confident I can now apply to any job I take on. I have extensive experience with managing finances and risk-based analytics. I am ready to take the next step in fintech by working for a company like [X]. I’d love to learn more about your background—would you mind sharing how you got started in the field?*

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