



Elevator Pitches

What is an *Elevator Pitch*?

An elevator pitch is a brief sales pitch, typically given in the time that it would take to ride an elevator—that is, 60-90 seconds (maybe 2 minutes if the elevator is slow). Your goal is to spark the interest of the potential employer/customer and show them what you have to offer. It should be clear, concise, and tailored to your audience.

Elevator Pitch *Format*

- Who am I? (This is the hook!)
- What problem is addressed?
- What are the main contributions I can make?
- What is beneficial to the person receiving this pitch?
- What should the listener do as a result of hearing this? (Call to Action)

Speaking and Writing Center [1]: If done correctly, introducing yourself and the problem is the "attention getter" for your pitch.

Let's take a look at an example – here the elevator pitch that Sammy D. Eagle used to get hired at UMW:

"Hello! I am Sammy D. Eagle. Is UMW in need of a new mascot? Have you heard of the mascot who soars above expectations? I have been working as the mascot of several different schools for the past five years. Through this experience, I have perfected my non-verbal communication skills. As I cannot speak on the job, I use body movements to effectively communicate with others. My experience also exemplifies how I am adaptable and resilient. This job is physically demanding; I can spend much time doing intense physical activity and adjusting to different audiences and environments to make sure that everyone feels school spirit! Hiring me as UMW's mascot will give the students a friendly face to relate to and a way to feel like they belong to the campus. Thank you so much for taking the time to talk to me today, and I hope that you hire me to be your new mascot!"

Speaking and Writing Center [2]: This is the "Who am I?" question.

Speaking and Writing Center [3]: This introduces the problem.

Speaking and Writing Center [4]: This is the "What can I contribute?" portion.

Speaking and Writing Center [5]: This is the part that explains how the listener will benefit-- you want to include a statement that explains how your pitch will benefit the person/people you are pitching to.

Speaking and Writing Center [6]: "What should the listener do as a result of this?"



Tips

- Eye contact is essential! This helps form a connection between you and your audience, such as a potential employer, or the person to whom you are trying to present an idea or product.
- You want to sound casual and conversational, so avoid using overly formal voices such as a “reading voice,” which is typically more mechanical and formulaic.
- Stay concise! Your goal is to hit on major points, not to detail them.
- Know your audience. Tailor your pitch to the person or group you are speaking to, and be sure to highlight the benefits or relevance of your idea, product, or service to their specific needs or interests.
- Practice! The more confident you are in the material you’re saying, the more natural and easy it will feel when you deliver it.