

THE “ELEVATOR” SPEECH

Scripts for Networking and Connecting
to People for your Job Search

A vital piece of your tool kit

The “Elevator” Speech

- Used to concisely describe you professionally, your skills, and your interests in **30 seconds or less**
- Tailor to the situation/circumstances
 - Social/Family outings
 - Professional networking
 - Direct calling of potential employers
- Make it engaging, compelling - give your best **first** impression

Four components

- **Profession** – state your professional identity in the present tense. “I am a chemical engineer.”
- **Expertise** – state the competencies and skills that qualify you for that kind of work.
 - Education, work experience, etc.
- **Types of Organizations** – summarize the environments or organizations in which you have worked.
 - Type / size of company: Fortune 100, private, non-profit, entrepreneurial, government, etc.
 - Internal organization, externally focused organization, industrial, consumer, etc.
- **Unique Strengths** – articulate the qualities that help you stand out from others in your field.
 - Expertise within your field
 - Specific Certifications - Project Management, SAP, ASQC, ISO-14000, CPA
 - Building management teams, Mergers and Acquisitions – Due Diligence

Elevator speech examples

I am an information systems specialist focusing on the application of technology to business functions in the areas of marketing, sales, manufacturing, logistics and accounting. My field of experience is diverse. I have worked with a Fortune 500 firm as well as a small entrepreneurial business. My strengths include data administration, strategic planning, data warehousing, and relational database design, development and implementation.

I am a senior corporate officer with extensive expertise in operational responsibilities, including P&L, strategic planning and financial management. I have been particularly effective in increasing profitability, growing revenues and managing costs. My organization showed solid incremental gains in market share and still maintained operational efficiencies. One of my strengths is building management teams that value cross-functional working relationships.

Do's and Don'ts

- **Do** make your Elevator Speech sound effortless, conversational, and natural.
- **Do** make it memorable and sincere. Open a window to your personality.
- **Do** write and rewrite your speech, sharpening its focus and eliminating unnecessary words and awkward constructions.
- **Do** avoid an Elevator Speech that will leave the listener mentally asking "So what?"
- **Do** consider including a compelling "hook," an intriguing aspect that will engage the listener, prompt him or her to ask questions, and keep the conversation going.
- **Don't** let your speech sound canned or stilted.
- **Do** practice your speech. Experts disagree about whether you should memorize it, but you should know your speech well enough so you express your key points without *sounding* as though the speech was memorized. Let it become an organic part of you. Many experts suggest practicing in front of mirrors and role-playing with friends. Certified Professional [Virtual Assistant](#) Jean Hanson advises practicing in the car on the way to networking events.
- **Don't** ramble. Familiarizing yourself as much as possible with your speech will help keep you from getting off track.
- **Do** be warm, friendly, confident, and enthusiastic. A smile is often the best way to show friendliness and enthusiasm, while a strong, firm voice the best way to express confidence.
- **Do** take it slowly. **Don't** rush through the speech, and do pause briefly between sentences. Breathe.
- **Do** project your passion for what you do.
- **Do** maintain eye contact with your listener.
- **Don't** get bogged down with industry jargon or acronyms that your listener may not comprehend.
- **Do** be prepared to wrap up earlier than you were planning if you see the listener's eyes glazing over or interest waning.
- **Don't** hesitate to develop different versions of your Elevator Speech for different situations and audiences.
- When developing an Elevator Speech for a specific [employer](#) you've targeted, **do** research the organization and incorporate that knowledge into your speech. See our [Guide to Researching Companies, Industries, and Countries](#).
- If you're cold-calling a hiring [manager](#) and get his or her voicemail **don't** be afraid to leave your Elevator Speech as a voice message. You may be even more successful getting action from the speech than if you had talked to the manager personally.
- **Do** incorporate examples and stories to help support your points. Provide examples of successful outcomes of deploying your skills. Stories make your speech memorable.
- **Don't** focus just on yourself, an approach that will almost assure a "so what?" reaction.
- **Do** focus on how you can benefit employers and help them solve their problems. Remember as you deliver your Elevator Speech that the listener may be mentally asking, "What's in it for me (or my company)?" [Author Carole Kanchier](#) especially suggests that your benefits include how you can save an employer time and money, help people feel good, or expand markets.
- **Do** use concrete, listener-friendly language, but at the same time, **don't** be afraid to paint vivid word pictures.
- **Don't** forget to include your competitive advantage also known as your [Unique Selling Proposition \(USP\)](#); in other words. how you can perform better than anyone else.
- **Do** end with an action request, such as asking for a business card or interview appointment.
- **Don't** forget to update your speech as your situation changes.
- If you are uncomfortable with the kind of speaking that the Elevator Speech entails, **do** consider joining a group such as [Toastmasters](#) to boost your confidence.

Source : http://www.quintcareers.com/elevator_speech_dos-donts.html

Elevator Speech Template Example 1

I am _____ focusing on

_____.

My field of experience is _____.

I have worked with _____.

My strengths include _____,

_____ and _____.

Elevator Speech Template Example 2

I am a _____ with extensive expertise in _____, _____, and _____. I have been particularly effective in _____, _____, and _____. My organization showed _____ in _____ and still _____. One of my strengths is _____ that _____.

Variations - Networking

- Consider who you are networking with and adjust accordingly:
 - Friend, friend of a friend
 - Professional in the general business community
 - Professional in your field

Variations – networking with a professional in your field

I am an information systems specialist focusing on the application of technology to business functions in the areas of marketing, sales, manufacturing, logistics and accounting. My field of experience is diverse. I have worked with a Fortune 500 firm as well as a small entrepreneurial business. My strengths include data administration, strategic planning, data warehousing, and relational database design, development and implementation.

I would appreciate an opportunity to network with you to seek your guidance and counsel on potential contacts or companies you feel I should be contacting. May I have a few minutes of your time?

Variations – Cold Calling a target company

Objective – you explain **persuasively**, in just seconds, how you will make life better for the person at the other end of the phone

This script enable you to quickly:

- Impress your contact with your skills
- Summarize your experience
- Reveal your knowledge of the target company's needs
- Show how your talents fit these needs

NOTE : You must prepare – it is absolutely essential to research the company ahead of time to find out their needs and in order to position what you can bring to their organization

Direct (Cold) Calling Script

Hi (Joe), I'm (Sue Nelson), a (Project Manager) with experience in (wireless infrastructure deployment) for (GSM Customers) where I've worked for (Lucent and Nortel).

I know you have (a current project with AT&T Wireless) for (GSM system deployments in the western US).

Based on the experience I've had in (GSM deployments) in (Arizona and California), I feel I could help your company in this area of work. Would you be interested in talking with me about my background and the work I've done?

Scenario #1: Your call rolls to voice mail

Leave the same scripted message – you'll be consistent and won't have to wonder what message you left if the contact calls back.

...but also end the message with:

Thanks for your consideration and I look forward to hearing from you if my message is of interest. In the event you're in meetings or traveling and you don't have the opportunity to get back with me, I'll try again in a few days. My number is 243 - 567- 5834.

Scenario #2 – You leave a voice mail and no responds...your follow up message

“Hi Bill, it’s John Smith following up on a call I placed to you a few days ago. I’m the technical recruiter with experience in business development recruiting for two of your closest competitors. In the event your traveling or away, I wanted to leave you another message to let you know I’m interested in talking with you about helping you to staff for the \$120 million contract you recently won for secured two way tactical communications for the Department of Defense. If you have an opportunity I’d enjoy the chance to talk with you. My number is 234-345-7890. Thanks and I look forward to hearing from you.”

Time to Practice

- This is not difficult, but can and does take people out of their comfort zone.
- Try finding someone to go through this with you...like a workout partner.

Good Luck