



Learner Services

Career  
Advancement  
Services

## ELEVATOR PITCH TIPS

### What is an Elevator Pitch?

- A short, succinct description of your professional identity
- Can be understood by anyone, regardless if they are in the same industry
- A networking tool, meant to help you make a connection
- Ideally can be told in a very short period of time, such as a two-floor elevator ride

### Benefits of a Good Elevator Pitch

- Make the most out of any opportunity – it's easy to prepare for a networking event, but if you meet an industry insider while in a line somewhere, will you be ready to make a connection?
- Creating one helps form your Professional Identity – reflect on where you are, how you got there, and where you want to be
- Goal feedback – at the end of your pitch, letting the person you are talking to know your goals gives them the opportunity to provide you with feedback or advice on how to achieve them. People love to share their experience!

### Structure – How to Make an Initial Connection

- Summary label
  - Who and what you are
  - "Hi, I'm Joe Jones and I'm an IT Network Specialist"
- Professional background
  - What did you do directly before?
  - "I have just over two years' experience providing technical support at A-1 Company"
- Current position/situation
  - Where are you working now, about to graduate?
  - "This April I will be graduating from the SAIT Information Technology Network Systems program at the top of my class"
- Goals
  - Where are you planning on going from here?
  - "My focus right now is to take the customer service skills I have learned at A-1 and technical skills I've gained at SAIT and start my career at an IT consulting company"

## Example:

“Hi, I’m Joe Jones and I’m an IT Network Specialist. I have just over two years’ experience providing technical support at A-1 Company. This April I will be graduating from the SAIT Information Technology Network Systems program at the top of my class. My focus right now is to take the customer service skills I have learned at A-1 and the technical skills I’ve gained at SAIT and start my career at an IT consulting company.”

## Pitch Qualities

- Confident but not arrogant
- Short – 15-20 seconds
- More generic than specific
- Be distinctive

## Making the Pitch Stick

- Ask about their work and listen to *their* elevator pitch
- Know your audience – if they’re not in your industry then don’t use “jargon”
- Look for ways to add value – did they mention a problem you have experience solving?
- Never ask for anything
- Ensure the connection by offering your card, not asking for theirs
- Relate on a personal level if the opportunity arises (e.g. sports teams, kids, similar professional experiences)