**MRKT 122 – Professional Selling**

**Assignment 1: Elevator Pitch Assignment**

**90 seconds**

You ride the subway, grab a coffee, and get to the office. It’s your typical Monday morning—until, bam! You step in the elevator and find yourself face-to-face with the CEO of your dream company or the client you’ve been dying to land.

She smiles and says, “Hi. Tell me about yourself?”

Scary? Absolutely. But it could happen to you—tomorrow—and you’ll want to be prepared.

The aptly named “elevator speech” or “elevator pitch” is a concise, compelling introduction that can be communicated in the amount of time it takes someone to ride the elevator to her floor. An elevator pitch, elevator speech, or elevator statement is a short description of an idea, product, company, or oneself that explains the concept in a way such that any listener can understand it in a short period of time.

Your first assignment is to write a personal elevator pitch. When explaining yourself, the description generally explains one’s background, skills and goals, passions, hopes and desire.

The name—elevator pitch—reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes.

**1. Start with a Blank Canvas**

Take a blank piece of paper and number it from one to 10. Then, fill in the most important bits of information that you want to convey about yourself. Start with your name….

Where were you born, school accomplishments, family structure, what, exactly, do you do? What have you achieved, and what are your goals? Focus on the most interesting or memorable facts—the ones that really make you stand out from others.

**2. Red Pen It**

Using a different color pen, edit what you’ve drafted with a critical eye. Eliminate any redundancies, unnecessary or unclear information, and broad business jargon.

More importantly, hone and enhance the good stuff. “I’m great at basketball” isn’t likely to pique anyone’s interest, but “I’ve used my basketball skills to teach kids in urban areas to play fairly” sure might.

**3. Pick a Card**

Grab **five** index cards, and label them “Who I Am,” “What I Do,” “How I Do It,” “Why I Do It,” and “Who I Do It For.” Add each item on the list you’ve created to the card where it fits best.

Ideally, you’ll have two compelling sentences underneath each heading, so fill in any gaps if you need to.

**4. Get in Order**

Organize the cards in a logical order, making sure the most important information is first.

Remember, you often only have a few seconds to communicate with someone. If you get cut off, what would you want her to walk away remembering?

**5. Add an Attention-Getter**

Add an interesting fact or stat to use at the beginning of your speech. Your goal is to immediately engage someone so that he or she is intrigued and wants to learn more.

**6. Practice!**

Recite your pitch to someone close who can be objective and ask for constructive feedback (although we love our friends and families, sometimes they think we can do no wrong!).

What may seem clear in your mind might come across as convoluted, long-winded, or fragmented to an outside observer.

**7. Record Your Pitch**

Once you’ve gotten feedback and honed your pitch even further, record yourself saying it. Listen to your tone—make sure it’s friendly, non-threatening, and that you’re not talking a mile a minute (knowing you only have a few moments to speak may subconsciously increase your pace).

Really listen to what you’re saying—make sure you’re not repeating words and that you’re sending the message you really want to convey.

**8. Ride the Elevator**

The next time you ride an elevator (alone), practice your speech.

First, give yourself some time by going to the highest floor. Then, try giving your pitch from a middle floor and from the first to the third floor, too. Having to make just a few brief moments count will help you to hone the words you need and scrap the ones you don’t!

You will get up in front of the class and deliver your pitch. You will hand in your five index cards. Cards may be used during your pitch, but don’t read them.

Hand In: 5 Index Cards