DRAFTING YOUR "ELEVATOR PITCH" EXERCISE

An *Elevator Pitch* is how you introduce yourself and explain what you do. It's useful for employer engagement and for social interactions. Planning your words can help you feel more prepared.

In this exercise, you'll create a draft of your Elevator Pitch.

For employer engagement purposes, an Elevator Pitch has two goals:

1. To get your foot in the door to learn more about the business
2. To interest a business in learning more about you/your services

How do you accomplish these goals?

» Introduce yourself in a way that shows your role is focused on helping businesses.
Example: "I help connect businesses to qualified pre-screened job seekers" vs. "I help job seekers.

» Use language that demonstrates your interest in them/their business. Consider building in a question about the business to end your elevator pitch.
Example: Can you tell me about where you find your best talent and what makes them good workers?

Things to avoid in your elevator pitch:

» Don't use jargon/terminology that is not business terminology, such as *client, consumer, job placement, or job carving*, for example.

» Avoid asking if they are hiring. Their saying "no" can quickly end the conversation.

» Don't list services you assume they need—you don't know the business well enough yet.

Exercise: Pick a business you'd like to talk with and write down an elevator pitch to introduce yourself. Include the following:

1. Your name
2. Your work affiliation. Consider the following:
   - Does your agency have "rehabilitation" or "disability" in its name?
   - Should you name the agency or say you are from a workforce development or employment service agency?
3. A sentence or two about what you/your agency does that helps businessess
4. A question to get the person talking about their business or business needs

Be prepared to share your Elevator Pitch in our next meeting!

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