

Elevator Pitch

Source: https://en.wikipedia.org/wiki/Elevator_pitch

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. This description typically explains who the product/company is for, what it does, why it is needed, and how it will get done. For the latter, when explaining an individual, the description generally explains one's skills and goals, and why they would be a productive and beneficial person to have on a team or within a company/project. An elevator pitch does not have to include all of these components, but it usually does at least explain what the idea, product, company, or person is and why it/they are valuable.

An elevator pitch can be used to entice an investor, executive in a company, or explain an idea to a founder's parents. The goal is simply to convey the overall concept or topic in an exciting way. Unlike a sales pitch, there may not be a clear buyer/seller relationship.

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.

Exercise (4 minutes)

Imagine you meet the CEO of company you want to work for in a 70-story building. Draft a 60-second elevator pitch on why you should be hired by their company.

- You decide what job you want in the company
- You are not applying for job that has been advertised
- What are you offering to the company, the department, the CEO?
- What makes you stand out? Why should the CEO be interested in what you are offering?
- Think of your tone and body language
- Don't mention money!