

PERFECTING YOUR PITCH

1) Start with the handshake.

Firm, smile, eye contact!

2) Prepare your pitch.

Follow these simple 4 steps:

- ✓ Give your name.
- ✓ Mention your major, intended profession, or the job you are looking for.
- ✓ Highlight your experience, coursework, or accomplishments.
- ✓ Offer your “Unique Selling Point.” Your USP is what will set you apart from the competition. Could be that you are easy to coach, offer a unique skill, or have a special experience related to the job.

3) Ready your responses.

Recruiters may ask any of the following or similar questions:

Why did you decide to become a ___?

What motivates you?

Why did you decide to study ___?

What is your proudest accomplishment?

What do you know about our company?

What are your career goals?

Why do you want to work for us?

4) Show your interest.

Don't forget to ask the recruiter questions. Options could include:

Could you describe the ideal candidate for this job?

What is the company culture like?

Can you tell me about a typical day as a ___ with your company?

How many people are in this in the department?

How soon do you plan to fill this job?

What's the next step? How can I arrange an interview?

5) Follow Up.

Don't forget to thank the recruiters whose jobs you were interested in.

A follow up thank you note or email can go a long way to reiterate your interest and make you stand out as someone special.

ELEVATOR SPEECH QUICK TIPS:

30 seconds

Make it memorable, not annoying.

Before you begin:

Know what you're selling:

- 1) What are your key strengths?
- 2) What adjectives come to mind to describe you?
- 3) What is it you are trying to "sell" or let other know about you?
- 4) Why are you interested in the company or industry?

Know who you are selling to:

- 1) What's in it for them?

Outline your key points	Put it all together
1) Who am I?	1) I am a _____.
2) What do I offer?	2) With experience in (roles/capabilities) _____.
3) What strengths do I have? (could be soft skills)	3) My strengths / experiences / interests include _____.
4) What are the main contributions I can make?	4) I have worked with/for (types of organizations /industries / fields) _____.
5) What should the listener do as a result of hearing this?	5) I am seeking an opportunity/ would like more information / have interest in _____.

Careful closing:

Pose a simple question:

→ Will you be hiring new _____? Do you have a program for new grads? Do you post your jobs online? Is there a typical time of year you do most of your hiring?

Avoid asking them for something:

X Could you take a look at my resume? Can I email you my portfolio?

Ask an easier question from above and see how it goes before you begin asking for something.

Know when to stop talking!

Be respectful of their time. Short and impactful!