

GBSC 2019
Elevator Pitch Guidelines

Key Information

- 45-minute elevator pitch
- A 3-minute feedback session with the judge
- You will pitch to approximately 15 judges

Suggested Outline

Follow these 10 topics below to help you write a carefully planned pitch that grabs the full attention of the audience.

ABOUT YOU

1. Smile and open with a statement or question that grabs attention: a hook that prompts your listener to ask questions later.
2. Say what your goal is today: what do you want to accomplish?
3. Say who you are: describe you, your major and what you do, with enthusiasm.

WHAT YOU OFFER

4. State the contributions you have made (your accomplishments – results-oriented)
5. Offer an example.
6. Tell why you are interested in your listener.

THE BENEFITS TO LISTENER

7. State what you can offer the listener (a special skill, talent, approach, concept, service, product or solutions).
8. What are the advantages of working with you? In what do you differ from competitive companies?

HOW DO YOU DO IT

9. Give a specific example or tell a short story to illustrate your uniqueness on how you work.

CALL TO ACTION

10. What is your desired response after your elevator pitch? Do you want a business card, a referral or an appointment for an interview? Ask for the sale.

Preparation Checklist

STEP 1: Write down everything that comes to your mind.

STEP 2: Cut the fluff and details. Write short and powerful sentences. Eliminate unnecessary words.

STEP 3: Create a logical flow. Connect the phrases to each other. Your elevator pitch should flow naturally and smoothly.

STEP 4: Memorize the key points and practice. Don't rush.

STEP 5: Have you really answered the key question of your listener: *What's In It For Me?*

For job seekers, here are some additional prompts to help you prepare:

- What field or industry are you in?
- What makes you different from the competition?
- What benefits can employers derive from your skills, based on your proven accomplishments?
- Why should you hire me?