

ELEVATOR PITCH

This is a quick pitch you give to others about yourself, your background and education, your skills and interests. It should be no longer than an elevator ride-30 seconds to 1 minute. It is important to be prepared to “pitch your products” at professional events rather than “shop around” or speak casually to recruiters.

FORMAT

Consider these components in developing your unique speech:

Introduction- Give your name, college, and major. Consider including your academic year or if you’re a recent grad.

Objective-Why are you interested? What are you looking for from this company? Why do you want to talk to a representative?

Strengths- Brainstorm 5 words or phrases that are unique descriptors of your background. What do you want this employer to know about you?

Experiences- What experiences have you had that will be valuable to this company? Be specific. What was unique about your experiences that will help you stand out?

Closing- What do you want to happen after you leave today? How will you follow up? Always provide and ask for a business card at the end of an elevator speech.

EXAMPLES OF AN INTRODUCTION

Example 1: Hello, my name is John Smith and I am currently in my first year of the PharmD Program at University of the Pacific. I am interested in expanding my knowledge of community pharmacy practice through an internship with CVS. I have had the opportunity to job shadow at Wal-Mart and Walgreens and I really enjoyed learning about the operational setup as well as how different pharmacists counsel patients differently. I have also worked a few summers as a receptionist in a physician’s office so I know the importance of meeting the needs of patients and responding to inquiries accurately and promptly. May I have your business card to follow up about possible opportunities with your company?

Example 2: “Hi my name is Jane Wilson and I am a junior at University of the Pacific studying Pharmacy, with career interests in drug development research. I’m working in a faculty member’s lab and has been given progressively more demanding duties including training new research assistants on lab procedures. I understand that one of the R&D projects at Abbot Labs is focused on drug development, and I’d like to speak with someone in that area about opportunities for part-time work or an internship. Do you know with whom I should speak at Abbot Labs about that research program?”

