

## THE THIRTY SECOND ELEVATOR PITCH TECHNIQUE

### You Can Master Strategies To Effectively Communicate Your Skills And Value

#### In Less Than A Minute

Frequently, you find that you will have the need to communicate who you are and what you are looking for in greater detail. Maybe you are speaking with someone who is unfamiliar with your background. It might require you to offer more detail than the ten second sound bite. However, *it should still be a tightly structured answer.*

Imagine yourself getting onto an elevator in an office building after a job interview. Just as the doors are about to close, a person walks onto the elevator. As you both prepare for the silent journey downward, the person turns to you and says "I noticed you were interviewing with Susan Reynolds today. What's your background?" The countdown has just begun. *You have an elevator pitch, right? Right?* Because you now only have about thirty seconds before the elevator reaches the lobby to crisply state your background. Are you prepared to deliver the goods in a way that helps advance your career?

The Thirty Second Elevator Pitch is something you should '*script-out*' and practice until it's second nature. It is the basic introduction of who you are and what you are looking for. It will form the basis of your introductory message when networking, your opening statement in telephone contacts with employers, and the foundation of your "Tell me about yourself" answer when interviewing.

*Don't just assume you will have a great answer when the time comes.* As you reach out to network with others, you'll need to swiftly come to the point. Most contacts are not looking to hear your life story. They are looking for your bottom line... what potential value you might offer. Get comfortable with your personal presentation of who you are and what you are looking for.

### Highlight Your Value

Human capital is the biggest investment companies make, so they want to get it right every time. Hiring managers will think about the return on investment they'll get from each candidate—that's why getting directly to your experience and skills is your best bet.

Most importantly is voicing the skills you have that mesh with the requirements for the position you're interviewing for.

Mark Berkowitz, of CAREER DEVELOPMENT RESOURCES says that "In less than 30 seconds, you can provide the interviewer with a solid understanding of what you can offer."

## Give supporting examples

One of the best ways to demonstrate your experience is to include within your pitch specific, concrete examples of how you can apply your skills to improve the employer's business.

If you're in marketing, don't just say one of your biggest skills is content marketing. Instead, say that you can grow their website's blog traffic, explain how you'd do that, and then tell them about that one time you doubled a company's traffic in a year.

If your pitch is based on example and *emphasizes what you as the candidate can offer the employer*, you're going to appear prepared, driven, and experienced. Research the company you're interviewing for. Learn what problems and challenges they face, and then jot down a number of suggestions for how you, in the position you'd be working in, would be able to improve their business.

## Add your personal spin

In the end, you just have to be yourself. If you aren't, your counterfeit speech will stink like sour milk. Let your personality come through. Hard-working and personable are not contradictory traits.

Check out Mark's elevator pitch: "I'm Career Strategist Mark Berkowitz of Career Development Resources. I put my decades of experience into helping job seekers and career changers develop and execute successful Career Change or Career Advancement Campaigns so that they can land better jobs faster ... *by working smarter instead of harder.*"

## Don't forget to follow up

Want to make sure they remember you? Offering your résumé is a great follow-up to a solid elevator pitch. For example, after you deliver your pitch, you can say, "I'd love to send you (give you) my résumé if you're interested." Boom. You're in the door, just like that. Need some help getting your résumé in shape for prospective employers? Career strategist Mark Berkowitz (of Career Development Resources) a Certified Professional Résumé Writer, National Certified Career Counselor, and an Int'l Certified Job and Career Transition Coach provides a no-cost, no-obligation résumé evaluation session. You can take advantage of his expertise instead of suffering from your career mistakes.

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