Sales Pitch

PROMOTIONAL SCRIPT

A personal sales pitch, or "elevator speech," is a quick promotional synopsis of you and your background. It is a brief introductory speech that is 30 to 60 seconds in length. And like a commercial, it should be short and snappy.

Your sales pitch is one of the most important marketing tools you can utilize in your effort to effectively sell or promote yourself in the job market.

If you are networking, prospecting, or job searching, you can use your sales pitch at career fairs and other professional events. You can use it as part of your job interview. You can use it as an introductory statement on your resume or cover letter. You can use your sales pitch online in your LinkedIn summary or Twitter bio.

You can use your sales pitch, or personal brand statement, to respond to the all-important inquiry, "Tell me about yourself." A good sales pitch quickly and clearly explains who you are, what you do, and what you have to offer.

Your sales pitch is a personal profile statement or promotional script that succinctly explains the advantages and benefits of using your product. It summarizes your credentials, skills, and experience as a way to promote your candidacy to prospective employers. It presents the nutshell version of who you are to a momentarily captive audience.

FIRST IMPRESSION

You only have 30-60 seconds to hook your audience and make a powerful first impression. Your sales pitch is intended to grab attention and spark interest. It should also serve to make you memorable.

Use your sales pitch to quickly establish your credibility as a candidate by exhibiting a mature and professional approach.

Use your sales pitch to begin the relationship-building process. It is a good idea to offer a handshake as you introduce yourself. If you have a resume or business card, you should present it, along with your speech, as a way to enhance the discussion and build rapport.

The brief introductory speech people use to sell themselves to prospects is sometimes referred to as an "Elevator Pitch." the term derives from the challenge a candidate has to tell the prospect about him or herself in the time it takes to ride an elevator. Imagine that you find yourself sharing an elevator ride with a potential employer. How do you quickly introduce yourself and make a lasting impression?

And, keep in mind, your sales pitch is just the beginning of the process. It is a brief introductory spiel that is intended to lead into a longer, more in-depth conversation immediately afterwards or sometimes later. By itself, it does not close the sale, but instead it initiates discourse and instigates further dialogue.

CRAFTING YOUR SPEECH

Your sales pitch should be concise. It should be brief, succinct, and to-the-point.

To begin constructing an effective sales pitch, use clear, simple, understandable language. Choose your words carefully. Select strong words that have impact. Organize your content in a strategic manner. Arrange your ideas in a logical order.

Be persuasive and compelling without being pushy. Use words that create a visual image or tell a story. Make your message memorable. Set yourself apart. Distinguish yourself. Communicate your uniqueness.

Know your outline thoroughly. Get comfortable with your material so that the speech rolls off your tongue easily and smoothly. Rehearse your spiel. Commit your script to memory. And be ready to adapt it to each new prospect.

Your sales pitch should be targeted. To craft a sales pitch that has impact, be sure it is aimed at a specific audience. It should be tailored and customized for the situation.

Your sales pitch should be conversational in tone. Exhibit professionalism but don't be too overly formal in your approach. Be friendly, engaging and sincere. Display energy and enthusiasm. Be assertive but not aggressive.

Your sales pitch should not be so short as to seem evasive nor so long as to make you appear self-absorbed.

If you are going to be successful in delivering a compelling sales pitch, you've got to ease the audience into your subject. You've got to give them a chance to let your speech sink in and take hold.

Do not overwhelm your audience. Don't throw too much information at them all at once. Avoid too much unnecessary detail. Deliver a message not a dissertation. It is not your autobiography, your life story, your job history, or your business plan. Think "drinking fountain" not "fire hose."

GETTING STARTED

What is your objective? What are you trying to achieve? What do you want your audience to remember most about you? What message do you need to deliver?

Who are you trying to appeal to? Who is your target audience? What do you know about your target audience? What things are important to your target audience?

What do you have to offer? What value do you provide? What is unique about you?

ELEMENTS OF YOUR SPEECH

Be strategic and intentional. When you are in a situation in which you are trying to sell yourself or promote your candidacy, it is not time to wing it or make it up as you go. Whether you are in a job interview or interacting with a prospective employer at a career fair, your ability to quickly summarize your credentials and qualifications is critical.

Possible elements to include in your sales pitch might include highlights of your experience and activities, an overview of your education and knowledge, your key skills, a couple of your relevant personal traits, a couple of your best accomplishments, your motivations, and your goals.

SALES PITCH CONTENT

Knowledge Base

How would you describe yourself in terms of your knowledge? What education and training have you received? What relevant courses have you taken? What degrees or certificates have you earned?

--Thorough knowledge and understanding of psychological concepts and mental health issues
--In-depth understanding of business principles and marketing techniques
--Comprehensive knowledge of biological principles and medical concepts
--Basic coursework in mathematics, calculus, and physics
--Thorough academic understanding of psychology and sociology
--Broad liberal arts education in literature, history, science, and the arts
--Thorough knowledge of economic principles, mathematical concepts, and statistical analysis
--Basic understanding of international affairs and global issues
--Comprehensive training in theatrical and musical performance
--in-depth knowledge of political science, sociology, and legal issues

Experience and Activities

How would you summarize your overall experience? What relevant examples of employment can you highlight? What relevant activities or projects can you mention?

--Five years of environmental, conservation, and natural resource experience
--Extensive performing arts experience, including 3 years of theatre and 2 years of music
--Solid background in promotions, public relations, fund-raising, and event planning
--Over three years of teaching, advising, and counseling experience
--Active volunteer community service and campus leadership experience
--Extensive writing, editing, and research experience
--Solid background in leadership, political action, social justice, and community organizing
--Extensive sales, marketing, and customer service experience
--Two years of healthcare, fitness, nutrition, and laboratory research experience

Skill Set

What key skills (hard skills) do you possess? What relevant strengths, abilities, and competencies do you have?

--Strong managerial, administrative, and organizational skills
--Excellent analytical, technical, and problem-solving abilities
--Well-developed creative, artistic, and expressive skills
--Strong interpersonal, facilitative, and relationship building skills
--Excellent mathematical, numerical, quantitative, and statistical abilities
--Well-developed persuasive abilities and strong interpersonal skills
--Strong written and verbal communication skills

Personality Traits

What unique personal characteristics (soft skills) do you possess? Using adjectives to describe them, what positive qualities do you have?

-- Dedicated, confident, ambitious, attention to detail, honest, self-starter
--Strong work ethic, determined, adaptable, goal oriented, loyal, mature
--Responsible, team player, diligent, self-motivated, focused, trustworthy
--Conscientious, friendly, quick learner, dependable, strong initiative, energetic
--Resourceful, cooperative, reliable, flexible, results-oriented

Goals and Motivations

What are your plans for the future? What are your career objectives? Why did you choose this career path? What inspires or motivates you? What ways can you demonstrate a sense of focus and stability regarding your career path? What are you seeking to obtain at this time?

--I am currently exploring a career in advertising or brand management
--My career plan is to be a successful banker
--I would like to use my writing and editing skills in the entertainment field
--I would like to learn more about the medical field
--I am interested in an internship opportunity in a non-profit setting
--My love of children has inspired me to pursue a teaching career
--I am exploring career options in the psychology field
--I would like to shadow a professional in the healthcare field
--My professional objective is to be an attorney in an environmental law practice
--I would like to apply my Spanish language skills in the governmental sector
--I plan to be a researcher in the genetics field
--I am seeking an internship in the manufacturing field
--I would like to combine my passion for nature and my photography skill
--My goal is to be a certified public accountant
--I am investigating options in the financial industry
--My interest in nutrition and fitness has inspired me to pursue a career in healthcare

QUESTIONS

Prepare some good open-ended questions and compelling inquiries to use as a follow-up to your introductory statement. By asking questions you display interest in and consideration for your audience

--What qualities do you look for in a good candidate?
--I'd like to get your advice on how someone with my interests explores options in your field
--What does a typical workday look like in the _____ department?
--What important projects is your company currently involved in?
--In my research of your organization I learned about _____. I'd be interested in learning more about that.
--What is the best way for a new person to break into your field?
--I'd like to learn more about your company and opportunities in _____.
--How does someone with my background research opportunities in your industry?
--I was intrigued to learn about _____ on your company website. Could you tell me more about that?
--What is unique about the way your company operates?
--Who are your key competitors, customers, and stakeholders?
--I am particularly impressed with your company's efforts in the area of _____. I'd like to learn more about that.
--How does your company train and evaluate new people?
--What advice would you offer someone with my ambitions?
--What exciting plans does your company have for the future?

SALES PITCH EXAMPLES

Introduce yourself:
Ex: Hello. My name is George Random.
Ex: I'm glad for the opportunity to meet you. I am Sally Smith.

Describe your current status:
Ex: I am a Junior Political Science major with a minor in International Studies.
Ex: I am a Senior Biology major, Chemistry minor, with a Pre-Health concentration.

State your career goal:
Ex: I am pursuing a career in law.
Ex: I plan to be an elementary school teacher.
Ex: I am preparing for a career in clinical psychology.

Summarize your education or knowledge:
Ex: I have a thorough knowledge of history, governmental process, and legal concepts and an in-depth understanding of international issues. I am currently writing a research paper on international humanitarian law.

Give a brief overview of your experience or activities:
Ex: I have extensive leadership, public relations, journalism, research, and community service experience. I have completed an internship with a local law firm. I have volunteered with a community advocacy group. I write for our campus newspaper.

Offer an example of your skills:
Ex: I possess strong planning, organizing, and interpersonal skills. I have excellent written and verbal communication abilities.
Ex: I am proficient with English, French, and Spanish languages.
Ex: I have well-developed technical skills, including proficiency with computer programming and systems analysis.

Mention a couple of personal traits:
Ex: I am dedicated, ambitious, conscientious, and responsible. I possess a strong sense of initiative.
Ex: I am a hard worker, quick learner, and team player.
Ex: I possess a strong work ethic. I am goal-oriented. I pay attention to details

State your current objective:
Ex: I am seeking an internship opportunity in your legal affairs department.
Ex: I am exploring career opportunities in sales, public relations, and marketing.