



TEXAS TECH UNIVERSITY

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Elevator Pitches

Your elevator pitch is your personal introduction to a company representative at Job Fair or other networking events. Instead of trying to think of a compelling introduction in the moment, your elevator pitch prepares what you will say in advance.

Basics:

- **Be concise.** An Elevator Pitch should only be ~20-30 seconds and cover highlights rather than everything about you.
- **Be specific.** The more tailored your pitch is to each company, the better. Do some research on companies and their open positions before the event you plan to attend.
- **Be natural.** You can write down keywords of your pitch at first; however, be sure to practice each pitch to make it conversational and natural. During the event, smile, maintain eye contact, and keep your shoulders back while delivering your pitch.
- **Be enthusiastic.** Remember to actively show your interest in the company. The listener should be left with a positive impression at the end of the pitch and want to ask questions.
- **Be prepared for follow-up questions.** After your pitch, the company representative may ask questions on your resume, background, and/or interest in/knowledge of the company.

General Content:

- **Greeting**
 - Offer a greeting like “hello” or “good morning” to break the ice.
- **About Me**
 - **Intro:** This would typically include your name, major, classification/grad date, and possibly your hometown.
 - **WHY are they a target company for you and WHY are you a potential good fit?** This could be a personal tie, industry interest, company interest, past work experience, research experience, class/personal project experience, coursework, etc.
- **Closing**
 - This can be a closing statement or a question for the recruiter. For in-person events, you can also offer your resume here if you haven’t already.

Examples:

Example 1: Good morning, my name is John Doe and I'm a senior Mechanical Engineering major graduating in May. I'm looking for a full-time position, and I'm really interested in XYZ Company because of _____. My resume shows more of my experience working in _____ which seems like it could be a good fit for the entry-level engineer position I saw on your website. Could I offer you a copy of my resume?

Example 2: Good afternoon – how has your day been so far? I'm John Student, a sophomore electrical engineering major from Houston, and I'm really interested in the aerospace industry. I'm currently involved in Raider Aerospace Society designing the electrical components of a payload we intend to launch in March, so I was particularly curious about the experience of electrical engineers at X Company during the design process. Can you tell me more about that?

Example 3: Hi, it's nice to meet you! My name is Jill Student and I am a first-year Computer Science major. I'm just getting started in classes, but I've been coding since I was 14 and I really enjoy learning new programming languages. I saw on the job description for your summer internship that you use C# which is something I've been teaching myself through personal coding projects. I'm really interested in hearing more about your internships if you could tell me more?

Example 4: Good morning, my name is Jane Student and I am a senior Petroleum Engineering major from Baton Rouge, LA looking for a full-time job in the oil and gas industry. I grew up around the industry and I've gained some experience through internships in midstream and downstream, and I'm hoping to continue learning and applying that experience after graduating. I saw on your website that you are increasing activity in the Permian Basin where I interned last summer. Can you tell me more about that?

To practice your elevator pitch, email coe.careers@ttu.edu for more information on critiques.