



## 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 about 60 seconds in length. And like a commercial advertisement, it should be short and snappy.

Your sales pitch is one of the most important marketing tools you can utilize in your effort to engage prospects and 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 a summary statement on your resume or cover letter. You can use your sales pitch online in your social media bio.

You can use your sales pitch, or personal brand statement, to respond to the all-important inquiry, “Tell me about yourself.” It is a brief but compelling script or spiel that quickly and clearly explains who you are, what you do, and what you have to offer. It is a streamline way to offer a label, tag, or handle that your audience can immediately relate to.

Your sales pitch is a professional profile statement or promotional outline, delivered personally, that succinctly explains the advantages and benefits of using your product. It summarizes (organizes and encapsulates) 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 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. It should be brief, concise, succinct, and to-the-point.

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.

And, keep in mind, your sales pitch is just the beginning of the process. It is a brief introduction or summary statement 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.



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 themselves 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?



## CRAFTING YOUR SPEECH

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.

Give some consideration to specific key words. What “power” words do you want to intentionally use? Select words that are descriptive and impactful.

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.

## 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

### *Establish Rapport*

Especially in settings when you are interacting in-person, it is important to offer a friendly greeting and introduction before launching into your pitch.

You might find it helpful to create some kind of initial connection. Begin with a compliment or a question.

- I like your tie
- My professor mentioned you in a lecture
- Aren’t you the executive director of \_\_\_\_\_?
- I’ve heard a lot of good things about you
- I understand you are an expert in \_\_\_\_\_
- I recently wrote a research paper about your company
- \_\_\_\_\_ told me about you
- I have great admiration for your organization
- I enjoyed your keynote speech

## **Knowledge Base**

How would you describe yourself in terms of your knowledge, education, and training? 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 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
- Understanding of international affairs and global issues
- Comprehensive training in musical theatre
- 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 three years of theatre and two years of music
- Solid background in promotions, public relations, fundraising, and event planning
- Background in teaching, advising, and counseling
- 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 functional and technical proficiencies do you have? 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 positive qualities and personal characteristics (soft skills) do you possess?

- Dedicated, confident, ambitious, attention to detail, honest, reliable, 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, 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 a service-oriented person who is interested in an internship opportunity in a non-profit setting
- My love of children inspired me to seek a teaching career
- I feel called to the mental health field and want to explore career options in psychology
- 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 very excited about the computer and tech industry
- I would like to combine my passion for nature and my photography skill
- My ambition 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/REQUESTS

Prepare some open-ended questions or compelling inquiries to use as a follow-up to your summary statement. By asking questions, you display interest in and consideration for your audience. You may also determine that this is an appropriate time to ask for advice or make a respectful request.

- 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.
- 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 and key customers?
- I am particularly impressed with your company's efforts in the area of \_\_\_\_\_. I'd like to learn more about that.
- What advice would you offer someone with my ambitions?
- What exciting plans does your company have for the future?

## SALES PITCH EXAMPLE

*Introduce yourself:*

Ex: Hello. It is a pleasure to meet you. My name is George Random. I heard about you from my History professor.

*Describe your current status:*

Ex: Currently I am a Junior Political Science major with a minor concentration in International Studies.

*State your career goal:*

Ex: I am pursuing a career in law. I'd like to be a lawyer.

*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 completed an internship with a local law firm. I participated in mock trial. I volunteered with a community advocacy group. I write for our campus newspaper.

*Offer an example of your skills:*

Ex: I possess strong research, planning, organizing, and interpersonal skills. I have excellent written and verbal communication abilities.

*Mention a couple of personal traits:*

Ex: I am ambitious, conscientious, and responsible. I possess a strong sense of initiative.

*State your immediate objective:*

Ex: I am seeking an internship opportunity in your legal affairs department.

*Make closing remarks:*

Ex: Thank you very much for your time and attention. I appreciate your graciousness and consideration. May I follow up with you by phone or e-mail?



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