

Career Fair Prep

Creating Your Elevator Pitch

FRESNO STATE

Jordan College of Agricultural
Sciences and Technology



What's an Elevator Pitch? It's a 30 to 60 second introduction of yourself and what you have to offer a prospective employer. Having your Elevator Pitch in your Career Fair tool belt will help calm your nerves as you approach the recruiter's table and it give you a sure fire answer to the question, "Tell me about yourself." It's your chance to make sure you make a GREAT FIRST IMPRESSION.

Before you deliver your pitch, make sure you've covered these essentials that help lead to great first impression:

- Dress neatly and appropriately: Your clothes should not distract or subtract from your pitch.
- Firm Handshake
- Eye Contact
- Be friendly! (and professional)

Creating your pitch!

1. Start by including your name, major, and year and shaking the recruiter's hand.

"Hello, my name is _____, I am a (year in school) at Fresno State working towards a degree in _____."

2. Explain what position you are looking for.

"I hope to become a _____ intern for your company"; "I hope to have a position in your internship program for _____."

3. Explain why you would be an asset to their company or program by highlighting your values and how they correlate to those of the company.

"Not only can I bring, _____, and _____ in order to _____, but I also feel my personal principles complement your company's _____."

For this portion of your pitch to be successful and sincere, it is important to research specific companies so you can tailor your elevator pitch. Know what you value in a work environment and what added value you bring and keep that in mind as you conduct your research. Need help with research? Visit the Jordan College Advising & Career Development Center.

4. Offer your résumé or business card.
5. Shake their hand and thank them for their time and consideration.