Elevator Speech Assignment

If you have been assigned the Elevator Speech Assignment, schedule a time to give your speech to your faculty sponsor. Provide your sponsor with a written copy or record your elevator speech on Youtube and send your sponsor the link.

An elevator speech is a clear, brief message about you. It communicates:

• who you are
• what you’re looking for
• how you can benefit a company or organization
• it is a sales pitch for you

An elevator speech is typically about 30 seconds in length— the time it takes people to ride from the top to the bottom of a building in an elevator.

(The idea behind having an elevator speech memorized is that you are prepared to share this information with anyone, at any time, even in an elevator.)
Elevator Speech for a Career Fair

An elevator speech is a valuable Career Fair tool. Use the resources below to develop an elevator speech for a career fair.

ABOUT YOU
1. Smile at the recruiter and firmly shake his/her hand
2. Tell who you are (first and last name)
3. Tell him/her what you have done/are currently doing and show enthusiasm while conveying the skills and qualities you possess that make you an ideal candidate.
4. Tell why you are interested in the organization (looking for an internship/coop/job!)
5. Ask a unique question that shows you have done your research

CLOSE
6. Thank the recruiter genuinely for his/her time and reiterate your interest in working with the company (reiterate interest only if you truly are).
7. Ask for a business card so that you can follow up and/or stay in touch with the recruiter
8. Firmly shake the recruiter’s hand and let him or her know when you will follow up.

Example #1:

Student: “Hi, my name is Sophia Smith. (Shakes recruiter’s hand firmly and smiles)
Recruiter: Hi! I’m Nicole with XYZ Company. So, what brings you here today Sophia?
Student: I am currently looking for a summer internship. I’m a sophomore here at SUNY Oswego pursuing a degree in communication with a minor in marketing. I have always had an interest in marketing, and discovered while interning with XYZ Company over the summer, that I have a knack for design as well. In the future I’m hoping to combine these disciplines and build a career that will allow me to work in both marketing and design. I saw online that you had an internship program and was intrigued by the variety of hands on activities that your interns are able do. I was hoping that you could share a little more information with me about the level and nature of interaction that an intern could expect to have with client.”
Example #2

Student: “Hi, my name is Luke Walterman. (Shakes recruiter’s hand firmly and smiles)

Recruiter: Hi, Luke! My name is Matt Mark and I am a recruiter with XYZ Company. So, if you could, Luke, tell me a little about yourself. What interests you?

Student: I am currently a freshman attending SUNY Oswego. I plan on majoring in business administration, more specifically, in the area of finance. This summer I did an internship with XYZ Group and I really enjoyed the opportunity to work directly with clients who needed help with their financial situations. Ever since I can remember I have always had an interest in numbers and feel certain that helping others achieve financial security is something I want to do in my future career. I saw on Laker Leads that there were positions available at your location in Syracuse. Are there any specific skills, work experience or educational background that I should look to obtain during my time here at SUNY Oswego that would make me a more competitive candidate for a position with your company?

DEVELOP YOUR ELEVATOR SPEECH:

You: Hi my name is ___________________________ (Shake recruiter’s hand firmly and smile)

Recruiter: Hi! I’m Matt with XYZ Company. So, what brings you to the Career Fair today?

You (elevator speech):

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
~ (A 2-5 minute conversation takes place between you and the recruiter) ~

You (close):