

# The Elevator Pitch

How to respond to the “Tell Me About Yourself” interview question





“Tell me/us about yourself” is not an opportunity to tell the interviewer(s) all about your personal life. It is an opportunity, instead, to tell them what your professional background is, what skills you possess, and how you would benefit the company if hired.

# Why an “elevator pitch”?

It’s meant to reflect the time you have to introduce yourself and your work to someone on the average elevator ride - give or take, it should be about 90 seconds.





**HOW EXCITING!!  
PLEASE TELL ME  
MORE!!**

## A good pitch should include 3 parts:

- ▶ Who you are and what you are passionate about.
- ▶ What you do well and what your greatest achievements have been.
- ▶ What you are looking for and why it is of value to the interviewer.

## When writing your elevator pitch, think about questions like:



- ▶ What's the most important aspect of my background?
- ▶ What accomplishments can I mention?
- ▶ What are my best skills?
- ▶ What's my biggest strength?
- ▶ What drives me the most?
- ▶ What would I like to achieve?
- ▶ Why did I choose my career?
- ▶ What do I like best about my job/career?
- ▶ What do I value the most?
- ▶ What awards or accolades have I won?

# Who you are and what you are passionate about:

Write a sentence introducing yourself that includes your name, what you have traditionally done for work, how long you've been doing it, and why you love it. **Example:**

*My name is Sam Keller, and I have spent more than a decade working as a building professional doing everything from framing to finish work. I love every step of the building process.*





## What you do well and what your greatest accomplishments have been:

This part is a little trickier, but think about why you like the type of work that you do:

- How has your previous experience helped prepare you for this job?
- Consider the different projects and assignments you've completed during your career—what results have you produced?
- What key skills or areas of expertise make you good at what you like to do?

## Example:

*I have the organizational and problem-solving skills required to get a quality job completed on time and on budget, and the interpersonal skills needed to work as a team leader, a team member, or an independent worker under minimal supervision.*





## What are you looking for and why is it of value to the interviewer:

What accomplishments or contributions are you proud of? Try to think in terms of better, faster or cheaper. What's memorable and shows your passion? How does it demonstrate your value to an employer? How do you want the interviewers to remember you?

Interviewers are listening for how hiring you will benefit the company, so be sure to let them know you have the experience, savvy, and drive to get the job done!

# Example:

*After many years of working as a general carpenter, I'm excited about the possibility of bringing my skills to you, **the #1 timber framing construction company in Vermont**. In addition to my talent for organization and quality control, I believe that my excellent craftsmanship will be an asset to your firm.*



**(Note that you showed them you did research on their company.)**



## So, now you put it all together:

*My name is Sam Keller, and I have spent more than a decade working as a building professional doing everything from framing to finish work. I love every step of the building process.*

*I have the organizational and problem-solving skills required to get a quality job completed on time and on budget, and the interpersonal skills needed to work as a team leader, a team member, or an independent worker under minimal supervision.*

*After many years of working as a general carpenter, I'm excited about the possibility of bringing my skills to you, the #1 timber framing construction company in Vermont. In addition to my talent for organization and quality control, I believe that my excellent craftsmanship will be an asset to your firm.*

- ▶ If you're not careful, your elevator pitch can come off sounding more like an infomercial than a response to an interview question.
- ▶ Reading it aloud, then tinkering with the words, will help you sound more authentic.
- ▶ When you give your pitch, look the person in the eye, smile and deliver your message in a confident, upbeat manner.



## More Elevator Pitch Examples

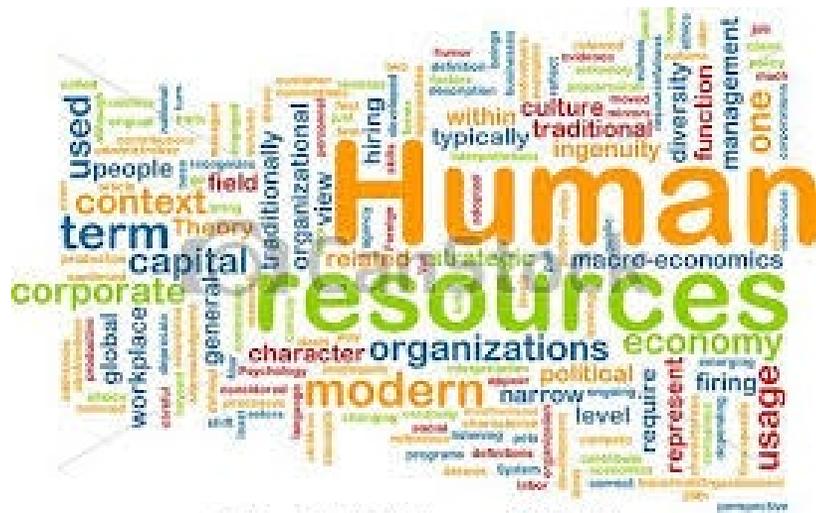


# Employment Consultant

*My passion is matching people with their perfect jobs.*

*For nearly nine years I've worked to educate and prepare dozens of job-seekers for the job-search process by providing application guidance, interview practice, progressive employment and training opportunities, and post-employment coaching.*

*I have maintained more than a 90% placement rate the entire time I've worked for VDOL. Now I'm eager to take on a more challenging role as an employment consultant in your growing agency.*





# Customer Service Professional

*I have over three years of experience as a customer service and sales representative. My goal is to provide outstanding service, listen with my full attention, and to thank each customer by name. I was proud to receive the 'Employee of the Month' award five times for providing excellent customer service and exceeding sales goals. I will bring my passion for excellent customer service and my ability to exceed benchmarks to this position.*

# Web Designer



*I'm a web designer who's making the Internet a more interesting and positive place! My background in counseling helps me understand what the bloggers and small business owners I work with need. And, thanks to working in administration AND now being a stay-at-home dad, I'm great at coming up with solutions, no matter what you throw at me.*



BLOOVO

PRESENTS

# ELEVATOR PITCH





So, tell me about yourself . . .