Have you ever heard the term elevator pitch or elevator speech? Do you know what it is? Simply, it’s your introduction; a description of who you are, what you do, where you’ve been, where you want to go and how you can benefit the listener. It should be short enough for you to present in the time it takes an elevator to go from the first floor of a building to the top floor (about 30-60 seconds). This is your POWER INTRODUCTION!

There are five basic parts to a good Power Introduction:

1. **Who are you?** Describe yourself and your key strengths. Tell what you do or what you want to do.
2. **What do you have to offer?** Tell what problems you have solved or contributions you have made on a job or in an organizational setting.
3. **How can you benefit the listener?** Tell what service or solution you can offer him or her. Tell how you differ from other candidates (your USP—Unique Selling Point).
4. **How do you do it?** Give examples, tell a short story or provide illustrations of how you work.
5. **A call for action.** Ask for a business card, a referral or an appointment.

**The Do’s and Don’ts of Power Introductions:**

**DO’S:**
- Develop your introduction with a specific audience in mind—you are more likely to succeed if you clearly target the company or individual to whom you will be speaking
- Research the organization and incorporate that knowledge into your speech
- Provide examples of successful outcomes of deploying your skills and incorporate a story or example to help support your points
- Write and rewrite your introduction until it is perfectly crafted
- Be warm, friendly, confident and enthusiastic during delivery
- Smile and show your personality
- Practice until you know your key points without sounding as though your speech was memorized

**DON’TS:**
- Don’t rush through your introduction
- Don’t ramble on and on
- Don’t speak in a monotone voice
- Don’t let your speech sound canned—it should sound effortless, conversational and natural
- Don’t get bogged down with industry jargon or acronyms that your listener may not be familiar with
- Don’t sound like a used car salesman—make your introduction memorable and sincere
EXAMPLE OF A GOOD ELEVATOR PITCH

Hello, My name is Bob Evans.

I am a sophomore at Missouri S&T, pursuing a degree in Breakfast Engineering and I currently have a 3.4 GPA. Last summer, I did an internship with McDonald’s and got a lot of great experience designing breakfast foods.

Breakfast food design is a specific interest of mine and I’ve done a lot of class projects and research in this area.

While I was working at McDonald’s, I was recognized by management for catching an error in the syrup pouring process that saved the company over $2 in wasted syrup, which is something I’m really proud of.

I’m looking to obtain another internship that will add to my experience and help me grow my skills and knowledge in the breakfast engineering field.

I’m very interested in knowing more about your company. Can you tell me about the opportunities that you may have available for someone with my skills and qualifications?