**Developing Your Elevator Pitch**

|  |  |  |
| --- | --- | --- |
| **Questions** | **Example Pitch** | **Your Pitch** |
| Who are you? | Hi, my name is Max Smart and I am a rising Senior at the UMass Amherst Isenberg School of Management majoring in Operations & Information Management. |  |
| What are your career goals or interests? | Upon graduation, I hope to become a Supply Chain Analyst, as I enjoy logistics and identifying areas where companies can streamline inventory process solutions. |  |
| What are your relevant skills or experiences? | I have completed two internships where I contributed to several procurement projects within small teams, and am currently seeking a permanent position. |  |
| What is your intention for this interaction? (conclude with open-ended question to further conversation) | The Supply Chain Analyst position your company has posted on UMass Handshake would be an excellent fit with my skillset. Would you mind sharing a bit more with me about the role? |  |

To create a quality elevator pitch entails expressing yourself in a concise, clear, compelling, credible and conversational manner. Consider each of these qualities as you write out your answer to the guiding questions in the table below. You can expect that your elevator pitch will take 30-45 seconds as you will want to speak slowly and enunciate your words. Your elevator pitch can be customized for networking events, informational interviews, career fairs and recruitment session as well as adapted when creating your “About” LinkedIn profile section.