



The Elevator Pitch
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[Kathie Leslie, Employee Relations, 22 yrs. Hiring college students]	One of the most important skills with interviewing and finding a job is networking, and essentially...
(Kathie)	A good way to practice that is to imagine you're getting on an elevator, You've just seen the CEO of a company that you want to work for, and you have fifteen seconds to introduce yourself and make an impression. Are you ready? Go.
(Male Student)	"I'd be pretty nervous...I wouldn't know what to say to him"
(Kathie)	"Right. Nothing there."
	<i>Buzzer sound</i>
(Male Student)	Hello sir, um, I'm really interested in working for you. I think I'd be a big help to the company, I'm a hard worker
(Kathie)	Okay, everybody's a hard worker, in the first 15 seconds. Hasn't told me any way that he's going to benefit my company.
(Female Student)	I plan to go on and get my masters, and my PHD, and hopefully work for you company. I would like to intern there now, as I already have years of experience.
(Kathie)	What she didn't say is what she's majoring in. I mean she's ambitious; she wants to go for her masters and her PHD, but studying what?
(Female Student)	Good morning, Hi, I've just been reading about your company online and read that it's one of the new fortune 500 companies. I'm really interested in working with this expanding company. It's a great opportunity.
1 (Kathie)	Okay, what she did really well is first of all, she seemed to know about my company, she'd read about it. Um, she sort of even commented that she'd read an interview that I had done. So, a little flattery is always good for the CEO.

(Female Student)	I just want to let you know that I'm determined and I want to work for you. And even though this isn't an office, I don't care what setting I'm in, I'm willing to do anything.
(Kathie)	Is she in the elevator with Hugh Hefner? (laughs) I mean, just a little bit too cute
(Darren Lipscomb, Student)	How you doing sir, my name's Darren Lipscomb, I'm interested in a position with your company. In fact if you don't mind, I actually have a resume as well as a cover letter. I was wondering, what would you expect from a person who could be in your company?
(Kathie)	Awesome, awesome. Told me who he was. He asked me a question. It's not all about him. It's more about what do I expect as a CEO of a company//best one we've seen so far.
(Kathie)	You really have a very short period of time to make that positive first impression.
[Graphic: Who you are Why you're interested Why you're qualified What you can do for them]	You've got to give them the 'who you are, why you're interested, and why you're qualified, what can you do for them'. Pretty simple, but hard to do. Practice.
(Male student)	I'm sorry. Can I start over?
(Female student)	I'm good with money. Sometimes.
(Male student)	I have no idea what I would say. I would fail. What would you say?
Kathie	"It's practice."