

Networking 101: The Elevator Speech

An elevator speech is a clear, brief message or “commercial” about you. It communicates who you are, what you’re looking for and how you can benefit a company or organization. It’s typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator.

It is important to have your speech memorized and practiced. Rehearse your 30 second elevator speech with a friend or in front of a mirror. The important thing is to practice it OUT LOUD. You want it to sound natural. Get comfortable with what you have to say so you can breeze through it when the time comes.

This elevator speech is:

- No longer than 25 to 30 seconds
- Approximately 80 to 90 words or 8 to 10 sentences

A SAMPLE ELEVATOR SPEECH OUTLINE:

These topics will help to write a carefully planned and prepared presentation that grabs attention and says a lot in a few words. Use each idea to write one short powerful sentence.

ABOUT YOU

- Smile to your counterpart, and open with a statement or question that grabs attention: a hook that prompts your listener to ask questions.
- Share something about who you are and what your position entails.
- Tell what you do and show enthusiasm.

WHAT YOU OFFER

- Tell what problems you have solved or contributions you have made.
- Offer a vivid example.
- Tell why you are interested in your listener.

WHAT THE BENEFITS ARE:

- Tell what very special service, product or solutions you can offer.
- What are the advantages of working with you?
- Show your uniqueness and provide illustrations on how you work.

Create an elevator speech below:

1. _____

2. _____

3. _____

Example: I’m Juan Lopez from the Human Resources Division. I have 18 years of human resources experience and specialize in compensation and benefits packages. I am also a certified mediator and have helped resolve employee relations matters. Providing service with a smile is my mantra.