

# THE PROFESSIONAL INTRODUCTION

## Building a Perfect Elevator Pitch



1

### GREETING

Introduce yourself by telling the recruiter your name.



2

### EDUCATION

What school are you currently studying at? What year are you and what degree are you pursuing?



3

### APPLICABLE STRENGTHS

Explain how your strengths and professional background fit the company's needs or areas of specialization. What value proposition or unique skills and abilities can you offer to the company? Instead of asking what the company does or what positions it has available, reference information you researched ahead of time.



4

### AREA OF INTEREST

Based on your strengths, experiences and academic background, what industry or position are you interested in professionally?



5

### CLOSING

Close your pitch with an open-ended question to invite two-way conversation.

### SAMPLE PITCH

- 1 Hi, my name is Tommy Trojan. Nice to meet you!
- 2 I'm a master's student studying data analytics. Last summer I interned as a data scientist at Traveler Tech, a consulting firm specializing in transportation.
- 3 During my internship, I developed extensive knowledge of data mining and machine learning techniques, such as clustering and artificial neural networks. I believe this prior experience would bring a well-rounded perspective to your team.
- 4 I'm also taking courses in Integrative Analytics and Value and Decision Theory. My goal is to use the skills from these courses to help develop behavioral insights that increase operational efficiency.
- 5 What skills do you believe make a successful intern?