

Elevator pitch

*“An **elevator pitch** (elevator = lift; pitch = sales presentation), sometimes also called an **elevator speech**, is a method of presenting an idea for a product, service or project. The name refers to the idea that it should be possible to deliver the pitch in the time it takes an elevator to go from the ground floor to the top floor - about thirty seconds to two minutes.*

The term was initially used by entrepreneurs who were trying to present an idea to obtain financing from a venture capitalist. Venture capitalists assess the quality of an idea and the team based on the quality of the elevator pitch and request the participating entrepreneurs to get rid of bad ideas in their plan beforehand.

Elevator pitches are now used for a wide range of purposes during networking. An elevator pitch might concern product sales, job searching, speed dating or quickly clarifying a point during a conversation.

Essential for an elevator pitch is an eye-catching presentation of concepts, comparisons and examples, as in the AIDA-model (attention, interest, desire, action). It is important to not only present data and facts, but to also gain the listeners attention and interest” - Wikipedia

General tips

- You have 1 minute (about 200 words);
- Foundation: self-knowledge;
- Strong opening;
- Energetic posture – speak clearly;
- Who are you? What do you stand for? What is your strength? What is your “unique selling point”?
- Maintain authenticity;
- Be realistic;
- Adapt to the situation;
- Prepare well – a badly prepared pitch will spoil your chances;
- Practice, practice, practice, but keep it natural;
- If possible, finish your pitch with a follow-up appointment.

Subjects of your pitch

- Education and training;
- Work experience;
- Special skills;
- Successful projects;
- Your work method;
- Are you a specialist or a generalist?
- What is important to you?
- What do you want to achieve?
- What are your unique selling points?