

## Step 16

### Verbal Pitch

#### **The importance of your verbal pitch:**

Can you verbally communicate clearly the reasons an employer should be interested in you in a few short sentences?

Having a verbal pitch is something that many jobseekers don't really think about, yet the first question you are likely to be asked when you go for interview is 'Can you tell me a little about yourself?'

You'd be amazed at how many jobseekers make it all the way to the interview, but fail at this point. Why? Usually because they do not have a pre-prepared verbal pitch!

Interviews are not the only place that a good verbal pitch is useful. What do you say when you are introduced to someone socially, and they ask you what you do for a living? You may be unemployed, but having a rehearsed verbal pitch will give you an opportunity to let people know what you have to offer an employer. You should consider any occasion where you will be meeting people as an opportunity.

A job hunting strategy that we will be discussing in Stage 4 is contacting targeted potential employers. A good verbal pitch is absolutely essential in these contacts.

When it comes to job hunting your verbal pitch is as important as your cover letter, and your CV.

#### **What a verbal pitch is:**

Some of you may be familiar with the term 'The Elevator Pitch'. It is a business term, and the concept is that you have stepped into an elevator with someone who could really help you. This is your chance to make your mark and sell yourself, but you have to do it before the elevator doors open again.

The 'Elevator Pitch' has a lot of applications, and one of them is job hunting.

From the job seeking point of view the 'elevator pitch' it is a verbal pitch that tells a potential employer;

- Who you are.
- What you do/what sort of job are you interested in.
- What you can do for the employer.
- Why you - rather than someone else.
- How they can contact you/discuss this more.

And you must do this in sometime between 10 and 60 seconds. The shorter it is the better, without compromising your key points. In fact it is best if you hook your listener in the first sentence or two.

Have a few versions of your pitch prepared, and master your key points so you can quickly improvise and adapt to differing circumstances.

Continue ...



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#### Organising your verbal pitch:

Your verbal pitch should sound natural and conversational, yet it is best if it follows this sequence;

- **Opening;** Introduce yourself and summarise your main skill area or what you are qualified to do.
- **Clarify;** With whom or where you want to work and doing what? This will not apply in a formal interview situation.
- **Explain;** What you have to offer the employer. Highlight strengths and/or unique selling points. What have you done in the past that demonstrates why an employer should consider you over someone else? This should be about what the employer stands to gain rather than being something about you.
- **Close;** Ask for a follow up (interview) to discuss the matter further. Give your contact details and ask for theirs.

To access a template that will help you organise your verbal pitch go to [Verbal pitch organisation/template tool](#).

Although you will be delivering your pitch in differing circumstances, these broad heading will cover most situations, though the content will not always be delivered in the exact fashion described above.

A casual social pitch does not have to be delivered in one go, and can be delivered as part of a general conversation.

When you have put your pitch together, **learn it**, so that it can be delivered, and is easily understood when the opportunity arises.

#### Tips for your verbal pitch:

- Ensure your pitches are smooth and conversational.
- Keep it simple. Use everyday easily understandable language.
- Prepare a few versions for different occasions. For example; one for interview, one for pre-planned events, one for contacting or meeting employers, and one for casual encounters.
- Keep it brief, and to the point.
- Be prepared to elaborate, should you be asked to.
- Focus on the employers outcomes, not your own abilities.
- Master your key points.
- Ensure that you request a follow up.
- Practice, practice, practice.

## Verbal (elevator) pitch organisation/template tool:

### The formal networking elevator pitch:

This pitch is suitable for formal networking events or where you are meeting with/been introduced to a key contact.

The first template is filled as an example.

A blank template can be found on the next page for your own use.

**Opening or introduction;** State your name here and describe briefly your main profession/competency/skill(s)/qualification.

Hello. my name is Teresa Manning and I am an experienced line machine operator.

**Clarify;** State the specifics of the work you are interested in i.e. – the position, and the company.

I am interested in working with Boston Scientific in a similar role though I am very capable in a variety of roles.

**Explain;** Tell what you have to offer an employer that differentiates you from everyone else (one or two strengths or unique selling points). What's in it for the employer?

In my past role with Bourns Electronics I had an excellent reputation for exceeding production targets and producing top quality work. I was also known for my responsible attitude and was often entrusted with roles that demanded reliable outcomes.

Boston Scientific can be certain in the knowledge that in me they will have acquired a conscientious and dependable worker who they know they can rely on to get the job done with minimum fuss.

**Close;** (A) Networking group - Ask if anyone has a contact or (B) Key contact - ask for an opportunity to interview or discuss the matter further.

(A) If anyone in the group has a contact in Boston Scientific that I could be introduced to, to discuss working there, I would deeply appreciate the opportunity. I will give you my contact details when we break later. Thank you for listening to my request.

(B) I would appreciate the opportunity to discuss this matter further or to interview for a position in Boston Scientific.. Can I contact you again next week by phone to see if that's a possibility? Is there a day or time that suits you?

In the meantime here are my contact details should anything arise. Thank you for taking the time to listen to me. It is deeply appreciated.

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