Get ready to market yourself to your dream employer in 60 seconds or less.

Elevator Pitch Competition Preparation Packet

✓ Preparation Plan Checklist and Competition Overview
✓ Elevator Pitch Handout
✓ Interviewstream Instructions
✓ Dress for Success Handout
✓ Resume Samples

To participate, submit your resume to your professor (if required for a class assignment) or the Career Center if you are participating on your own.

All participants must be able to attend the LIVE competition at Noon on November 18, 2016 in Max Noah Recital Hall.

University Career Center
110 Lanier Hall | 478-445-5384 | career.center@gcsu.edu
## Preparation Plan Checklist and Competition Overview

Requirements for completion of the Elevator Pitch Preparation Plan and participation in the competition are listed below. The Career Center will track your participation the Elevator Pitch Preparation Plan and notify your professor at each deadline.

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<th>Program Requirement</th>
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| ![Submit Your Resume](image)                             | Class Competitors: Submit to professor by August 26.  
Independent Competitors: Submit to Career Center by August 26. | If you are competing as a required class assignment, submit your resume to your professor so that he/she can submit to us by their deadline.  
If you are competing independently, deliver your resume to Career Center so that we can register you for the competition. |
| ![Resume Review Appointment](image)                      | Dr. Goette’s Career Prep Class: September 23  
All other competitors: October 4                        | The Career Center will receive all resumes and contact students via email and/or phone to make an appointment. We are unable to accommodate appointment no-shows.  
Please make updates to your resume after the review.                                |
| ![Attend an Elevator Pitch/Professionalism Class Presentation](image) | Complete by September 16. | Students participating as a class assignment will complete this step in class.  
If you miss class or are an independent competitor, please email Mary Roberts at mary.roberts@gcsu.edu by September 16 to make separate arrangements. |
| ![Use InterviewStream to practice your “Tell me about yourself”/Elevator Pitch prior to filming.](image) | October 4                                      | Go to gcsu.interviewstream.com, create an account, and go to “Conduct Interview.” Choose an interview “Created for me” and then select the first one, “Elevator Pitch.” |
| ![Film your Elevator Pitch Video in the College of Business](image) | October 24 – 28th   
Dr. Fontenot’s students will film in class.  
All other competitors must sign-up for a time in ATK 203. Filming will take place in Atkinson Hall.   
Professional attire is required |                                                                                                                                                                                                 |
| ![Upload Final Resume to Career Connection](image)        | October 7                                       | Update your resume based on resume review recommendations.  
Register or login to Career Connection account at www.gcsu.edu/career and go to “My Account” and “My Documents.” |

### Program Requirement Details:
- **Submit Your Resume**: Competitors must submit their resume by August 26.
- **Resume Review Appointment**: All competitors must have a resume review appointment by September 23.
- **Attend an Elevator Pitch/Professionalism Class Presentation**: Complete by September 16.
- **Use InterviewStream to practice your “Tell me about yourself”/Elevator Pitch prior to filming.**: October 4
- **Film your Elevator Pitch Video in the College of Business**: October 24 – 28th
- **Upload Final Resume to Career Connection**: October 7
A Guide to Perfecting Your Elevator Pitch

The elevator pitch is the key ingredient in your successful pursuit of a career. Think of it as an animated business card. This short, 30-second to 1-minute speech holds all of the information that you believe is crucial in order for others to gain an understanding of who you are and what you’re capable of. When you finally have the opportunity to express what makes you unique, it is imperative that you take advantage of the situation. In the world of immediate communication, your ability to convey key facets of your personality in a brief period is a requirement. This is not just an option. It is an absolute necessity. Keep the following tips in mind and you will be sure to succeed.

1. **Make eye contact and offer a firm handshake.** And always address the individual by his or her proper name. Old-fashioned manners can have a major impact from the beginning.

2. **Know your audience.** If you know which companies you want to work for, research their corporate culture and mission. If you know a specific type of job you want, then make sure you know what it takes to be successful in that job. Knowing that you have done your homework will make you confident when the time comes to speak.

3. **Emphasize key personality traits.** You have many strengths; however, it is important to focus on those that will appeal to this particular audience. What strengths would make you particularly useful to this employer and/or the role you are pursuing?

4. **Prepare an outline.** You may want to consider responding to the following questions when delivering your elevator pitch.
   a. What are your key strengths or positive qualities?
   b. What do you have to offer?
   c. Why are you interested in this company or, more generally, this industry?
   d. How do you work efficiently to solve problems?
   e. What unique contributions will you make?

5. **Perfect your pitch.** Finalize a cohesive elevator pitch, ensuring that it can be easily followed and that it flows smoothly. By completing the InterviewStream Preparation step, you will have the opportunity to record and listen to your practice pitch. The Career Center will also send you feedback on it if you complete it by.

6. **Be prepared.** Answer any follow up questions the listeners may have. In the Live Elevator Pitch Competition, the MC typically interjects a question or two, so be prepared!

7. **Keep in touch.** Provide the listener with contact information. Create your own business card using online resources such as Vistaprint and Avery.
Using InterviewStream will allow you to record and listen to your practice pitch BEFORE you film the real pitch for the competition. If you complete InterviewStream before 10/4, the Career Center will send you feedback.

To use InterviewStream, you will need a webcam, a strong internet connection, and a microphone on your computer. If you do not have that equipment, please reserve a time to use the Interview Room in the Career Center to record and listen to your practice pitch.

1. Access InterviewStream through your Career Connection account or gcsu.interviewstream.com
2. Create an account so that you have a username and password.
3. Choose “Conduct an Interview”
4. Choose “Created for Me”
5. Choose “Elevator Pitch/About Yourself” interview. We also have other interview question sets.
6. Click “Start this interview.” InterviewStream will test your computer for internet bandwidth, microphone, and speaker settings.
7. Once internet has been checked, click next.
8. Once your picture appears in the webcam screen, click “allow” and “next.”
9. Test the microphone with your voice while sliding the gray slider until your voice peaks at the red line. Hit “next.”
10. To proceed, click “Proceed to my interview.”
11. The interviewer makes a brief introduction and then asks the first question. You will see a countdown and then you will have 3 minutes to respond.
12. Once you are finished with your response, click anywhere to end the recording. You have three opportunities to record each question.
13. After you record your answer, choose to review, retry, or submit your response.
14. Once you submit, your responses will be uploaded and saved. Please keep the browser open until your responses upload.
15. To watch your interview, go to your dashboard and choose “Watch My Interview.”
16. Your interview will be emailed to the Career Center, letting us know you have completed it and are ready for a critique.
17. Your critique will be sent to the email address you used for InterviewStream registration.
You never have a second chance to make a first impression. Whether you’re doing a mock or real interview, looking for an internship at a career fair, or visiting a company’s information table, you want to make a strong first impression. You might be a student now, but you want to be a professional in your field. When you begin the interview process and ultimately land a full-time job, your wardrobe will need to reflect your new level of professionalism.

When searching for a full-time job or professional internship, invest in one or two comfortable, attractive suits you can wear to all your interviews. Once you secure a job, slowly add clothes to your wardrobe that reflect your office’s business environment. You can save money by shopping the off-season sales and buying shirts, slacks, skirts, and jackets that you can mix and match. Check stores like Macy’s, Kohl’s, Ann Taylor, Talbots, and Jos. H. Banks.

Men
- Business suit in a conservative color such as black, navy, gray, or brown. Avoid busy patterns or bright colors. A light pin stripe is acceptable.
- Tie with a conservative pattern and color to match the suit.
- White shirt with sleeves that extend one-quarter inch beyond the suit jacket.
- Dress socks in a color that complements the suit (not white athletic socks!)
- Leather lace up shoes, recently shined, in a color that complements the suit.
- Shave or trim beard for a neat appearance.
- Limit jewelry to a watch and wedding or class ring.
- Remove/hide noticeable piercings that may cause interviewer to judge you unfairly.
- Alternative to the suit: At the very least, wear a long sleeve, button down shirt with a conservative tie.

Women
- Pants or skirt suits. Skirt-hem should be no shorter than the knee and no longer than just below the knee.
- Best suit colors are gray, medium to dark blue, or black. Patterns must be subtle and conservative.
- Choose a classic suit that fits well. Too short and too tight is not acceptable.
- Always wear skin colored hose. Knee-highs are great for pants suits.
- Classic closed toed pumps with a mid-height heel and little or no decoration.
- Limit jewelry to a watch, wedding or class ring, small earrings, and pearl necklace.
- Hairstyles should be classic and not distracting to the interviewer. Wear make-up but style should be light or neutral.
- Carry a purse or a brief case but not both.
- A professional wardrobe requires that you spend the extra money on supportive bras, camisoles, and slips.
- Alternative to the suit: Black or other dark color pants or skirt with a sweater seat or coordinating jacket.

All Genders
- Shower and wash hair the morning of the interview. Hair should be neatly trimmed. Clean and trim nails.
- If it jingles, flashes, or dangles, don’t wear it!
- Remove piercings that may cause an interviewer to judge you unfairly.
- Avoid strong colognes and perfumes. Attire should be clean and pressed.
- Don’t underestimate the importance of proper undergarments. Undershirts for guys are a must. Women should wear a camisole and slips when wearing light colored or flimsier weight materials.

Professional Attire vs. Business Casual

Professional Attire/Business Dress: Business suit for men and women, almost always appropriate for an interview or other career related events. It’s always better to be over dressed than underdressed.

Business Casual: A dress, skirt, or pants with blouse or sweater set for women; a jacket can complete outfit. Button down shirt and dress slacks for men - Sport coat and/or tie can complete the outfit.

Casual Business/Snappy Casual: Best for a casual work environment or a casual work event. For men, khakis or other similarly styled pants, collared shirt or sweater, loafers. For women, a dress or skirt and blouse and/or sweater, short heels or flats. Dark wash jeans that sit at the natural waist may be appropriate in some casual work environments.
OBJECTION
Highly motivated marketing graduate seeking a marketing coordinator position with New Acquisitions to apply my research, communication, and project management skills.

EDUCATION
Bachelor of Business Administration, Marketing, Magna Cum Laude
Georgia College & State University, Milledgeville, GA
May 2017

Related Coursework: Professional Selling, Sales Management, Marketing Research, Marketing Promotion, Consume Behavior, Strategic Marketing

RELATED PROJECTS
Strategic Marketing Project, Team Leader
J. Whitney Bunting College of Business, Milledgeville, GA
August 2016 - present

- Led the project team to develop a marketing plan for a local business that was ultimately implemented by the owner
- Consulted with the local business owner to create a market analysis
- Developed and analyzed survey data from a cross-section of campus organizations
- Compiled and presented findings to business owner, faculty project advisors, and Dean

RELATED EXPERIENCE
Part Time Telesales Representative
Hunter Telemarketing, Inc., Atlanta, GA
National contract B2B telemarketing and lead generation company

- Performed cold calling to purchasing managers of manufacturing companies in the Southeastern Region. Averaged over 50 calls per day, and hot prospect development percent was the highest in the department - 3.8%.
- Collaborated with Account Executives on scheduling presentations, distributing literature, and conducting GoToMeeting online presentations.
- Closed sales by answering technical questions through external research and internal use of the Customer Relationship Management (CRM) system.

LEADERSHIP EXPERIENCE
President
Alpha Beta Chi Fraternity
April 2015 - 2016

- Supervised and mentored four Executive Board members and a membership of 50.
- Oversaw all aspects of the organization including recruitment, finances, meetings, event planning/management, public relations, and risk management.
- Collaborated with the treasurer and finance committee to balance the budget for the first time in five years ($15K).
- Improved communication with campus organizations and departments through the implementation of a monthly newsletter.
- Initiated a communication plan for the recruitment committee resulting in a 25% increase in attendance at prospective member events.

PROFESSIONAL MEMBERSHIPS
Member, American Marketing Association
Member, American Association of Professional Salespeople

COMPUTER SKILLS
Proficient in Microsoft Office: PowerPoint, Word, Excel, Publisher
Salesforce.com CRM System
Online conference call/meeting software (e.g., GoToMeeting)
Experience using social media tools such as Facebook, Twitter, and Wordpress