Elevator Speech Commercial Guidelines

Purpose: To talk with confidence about yourself to a prospective or current employer regarding skills, interests, goals. If looking for a summer job, co-op, internship or full-time this is a great hook to interest an employer. If currently employed this is a great networking tool.

Guidelines: You need to

- Introduce yourself
- State your purpose
- Be positive
- Identify Skills and how they relate to the company’s needs
- Show interest in company utilizing research done ahead of time

Example: Prospective Employer

Hello, my name is Sparty Jones. I’m a mechanical engineering major at MSU. I’m currently seeking a summer internship and am very interested in the work XYZ company is doing. I have experience in several computer programs including CAD with 8 months experience on an assembly line in a manufacturing plant. Could you tell me about opportunities you have available.

Current Employer

As my supervisor I wanted to touch base and talk about the goals and expectations you have for me. I come to your organization with specialty classes under my belt and am very interested in XYZ project the design team is working on. I think with the classes and my experience so far I would be able to bring some ideas and contribute to the project. I would even be willing to do some work on my own time to get involved. Do you think this is a possibility?

These are just examples. Think about your interests and skills. DO NOT use the above for your commercial. Put some thought into this and use it to your advantage.

GOOD LUCK!!