

Perfecting Your Pitch



What is a Pitch?

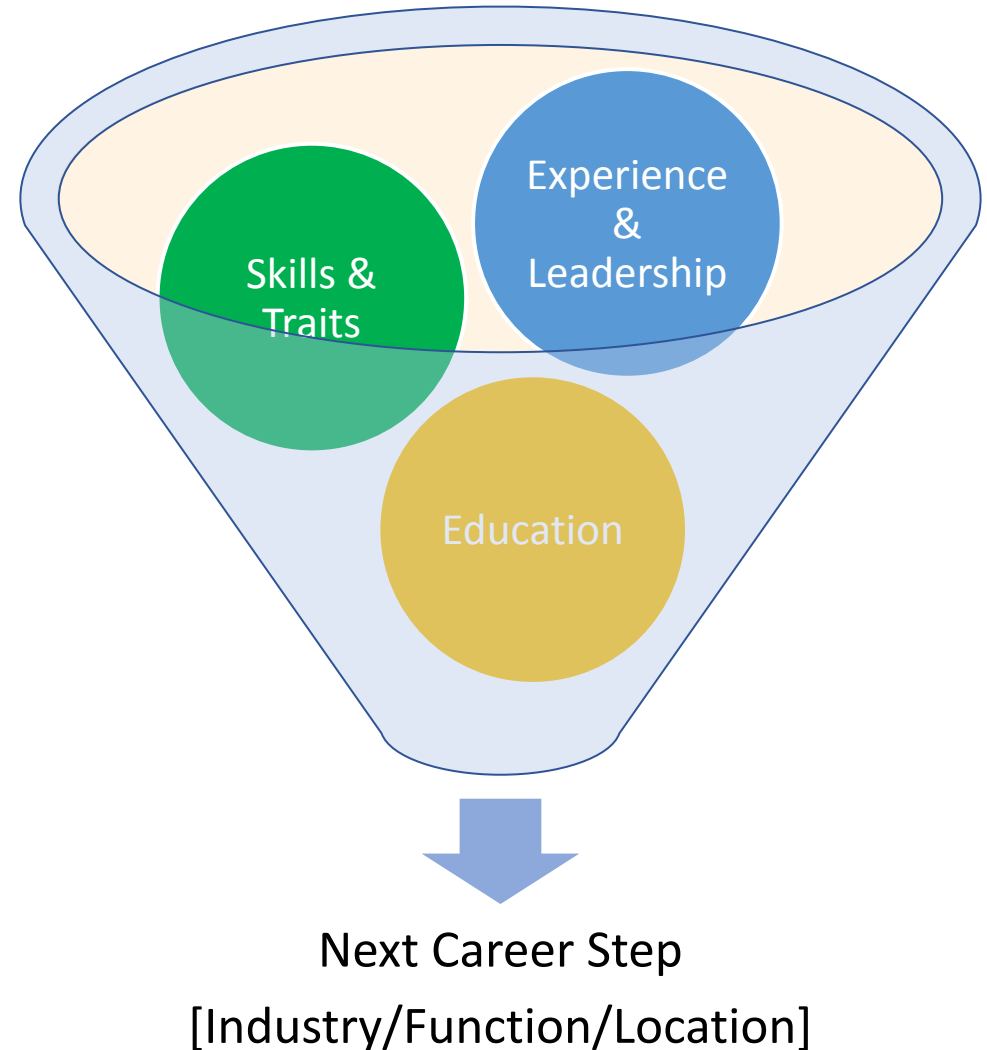
A pitch is used to introduce you to a potential employer or networking contact in a way that supports your goals for the conversation

What is a Pitch?

- Highlight your key experiences and skills
- Tell how your experience relates to what you want to do after UIC
- Emphasize only those parts of your background that are relevant to your audience
- Be tailored to both your audience and the setting
- Reflect your own unique strengths, personal qualities, skills – your brand!

Create a Connection

There should be a direct and clearly communicated relationship between what you have done, what are doing now, and what you want to do.



Which Pitch is Which?

Setting	Type of Pitch/Timing	What the person really wants to know	Important points to Include
Networking, Social or Professional Event	10 seconds to 30 seconds	Who are you? (Conversation starter)	<ul style="list-style-type: none"> Your name, UIC, or other connection If they ask, a brief background
Informational Interview, Career Fair, Networking Conversation	30 second pitch	Why are you contacting me?	<ul style="list-style-type: none"> What you liked about your previous experience(s) that sparked your interest in the industry/company/person
Interview	2 minutes (WMTYR)	Would you like to do the job & do you have the skills?	<ul style="list-style-type: none"> Three or four skills from your previous experiences that are relevant for the job you're interviewing for

Short Pitch Examples

Poor

- “Before UIC, I was an analyst at Ernst and Young for a year.”

Better

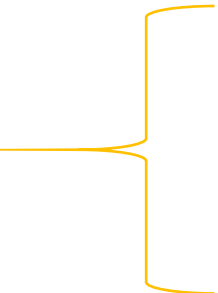
- “Before UIC, I was an analyst at Ernst and Young for a year, but I have always been fascinated with the oil and gas industry which is why I wanted to learn more about your experience at Chevron.”

Best

- Before UIC, I was at Ernst and Young, where I liked analytics and working in teams. Three years ago, when oil prices dipped, I became fascinated by the energy industry because of its global impact, which is why I wanted to learn more about your experience at Chevron.”

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Informational Interview, Career Fair, Networking Conversation	30 second pitch	Why are you contacting me?	<ul style="list-style-type: none"> What you liked about your previous experience(s) that sparked your interest in the industry/company/person
Interview	2 minutes (The answer to: "Tell me about yourself")	Would you like to do the job & do you have the skills?	<ul style="list-style-type: none"> Three or four skills from your previous experiences that are relevant for the job you're interviewing for



Components of Your 2 Minute Pitch

(“Walk me through
your resume/Tell me
about yourself”)

- **Weave a chronological story (oldest to most recent)**
- **Why you made job, internship or academic major choices?**
- **What relevant skills/experiences you gained?
Give them 3-4 transferable skills that they can use**
- **Significant results?**
- **Why the graduate degree?**
- **Why targeting this function, this industry, and this company?**
- **Make yourself look like a corporate culture fit**

Interview Pitch: Watch this video of the 2 minute pitch response to “Tell me about yourself”



And now, an improved version of this pitch:

NORTHWESTERN UNIVERSITY

 **Kellogg**
School of Management

| **Career Management Center**

Please take a moment to walk me
through your resume...