



Honing Your Elevator Pitch

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Types of Pitches



1. Stand-Up

2. Conversational

3. Trade Show – Attendee

4. Trade Show - Booth

Common Traits of Great Pitches

- Concise
- Short
- Sound Effortless
- Sound Natural
- State the ‘What’
- State the ‘How’



Common Traits of Bad Pitches

- Ramble
- Over Detailed
- Take too long
- Vague



When developing your pitch...



- Be Positive
- Be Confident
- Be Selective
- Have a Logical Order
- Have a Call to Action
- Keep it Under a Minute

When developing your pitch, don't...



- Brag
- Drop Brand Names
- Use Industry Jargon
- Take too Long

When delivering your pitch...



- Smile
- Speak Clearly
- Maintain Eye Contact
- Pass the Mike

Components of a Successful Pitch

- Personal Details
- ‘What’
- ‘How’



Sample Stand-Up Pitch

Good morning, my name is Kate Baker and I am the Interim Director of the Small Business Development Center at the University at Albany where we help small businesses achieve big dreams through no-cost one on one consulting services tailored to meet the needs of small business owners. Can we be of assistance to your business?

Personal Details

Good morning, my name is Kate Baker and I am the Interim Director of the Small Business Development Center at the University at Albany

- Name
- Title
- Organization

The 'What'

'help small businesses
achieve big dreams'

- What you do.
- What you sell.
- High-Level Overview
- Descriptive
- Mission/Vision

The 'How'

'no-cost one on one consulting services tailored to meet the needs of small business owners'

- How you do the What
- USP
- Business Process

The 'Hook' (Optional)

'Can we be of assistance
to your business'

- Question
- Call to Action
- Engagement

Making it Cohesive



- Combine the parts
- Edit content to 75 words or less

Practice

- In Front of a Mirror
- Out Loud
- Record and Listen



Modifying the Pitch

- Conversational
- Tradeshow – Attendee
- Tradeshow - Booth





Questions?