

One-Minute Commercial/Elevator Speech

Job Fair One-Minute Commercial

In the first 4 seconds

- Look in their eyes and smile
- Shake hands (use a firm confident handshake)
- Use the recruiter's name then give your One-Minute Commercial
- Project a professional and confident manner

After introducing yourself, as the recruiter questions that will indicate your interest in and knowledge of their organization. You may also ask questions about anything unique and specific to the company. Tell them about your skills, education, and career interests.

Close the conversation well. For example:

Do you have a business card? (timely pause) Thank you. I am pleased to meet you. I am very interested in your organization and appreciate visiting with you. Thanks again.

Question ideas for Graduating Students

- What kind of entry-level positions exist within your firm?
- What personal qualities do you look for in a great candidate?
- What is your application process?
- What type of training opportunities do you provide to entry level employees?
- How did you get into this career?
- What made you choose this company?
- What is the market outlook for the future in this industry?
- Where is your company located? Are jobs centered in one geographical area?
- I am fluent in a foreign language. Would this skill be helpful to your company?
- What is the best combination of degree and experience for this field?
- What specific qualities and skills are you looking for in a top candidate?
- My major is []. What career opportunities are available with your firm?
- May I give you a copy of my resume?
- Do you have a business card? May I have one?
- What steps would I need to follow to request a referral to your office in [] (another city)?

Question Ideas for Freshmen, Sophomores, and Juniors

- What advice do you have for an undergraduate who wants to get experience in this field?
- What career opportunities are available with your company?
- Does your company have internship programs for undergraduates?
- How do I apply for your internship and/or training programs?
- What types of experience do you like to see in addition to course work?
- I am learning a foreign language. Would this skill be helpful to your company?
- How did you obtain your job with this organization? (Respectfully)
- What is the market outlook for the future in this industry?
- How can I get a copy of your company's annual report?
- What is the best combination of degree and experience for this field?
- What specific qualities and skills are you looking for in a top candidate?
- What is the procedure to apply for a summer position with your company?

Examples:

Hello. My name is Fake Student. I am a sophomore and I may be interested in a sales representative position. What advice would you have for someone who wants to get into this field? What type of work experience and coursework do you like to see in candidates?

My name is Sam Somebody. My major is in Marketing and Public Relations; this includes two years of specific course work in Public Relations and Marketing. I have working knowledge of word processing, spreadsheets, and graphic software. Recently, as a team member, I helped to develop and complete from start to finish, a marketing plan proposal for a Plastics Company. I am very interested in your company.

Hello. My name is Pat Example. I'm a production assistant with four years of solid broadcasting and public relations background and have a B.A. in Journalism. I have extensive experience developing and researching topics, pre-interviewing guests, and producing on-location video tapings. In my two years working at WPIX I actually worked on location on a number of occasions at Fake Place where you currently film weekly segments for *Wake Up New York*. I've been watching your station for some time and I've been impressed with your innovative approach and your fast growth. I would love to hear about your opportunities.



Prepare Your One-Minute Commercial

Step 1. Review:

- A. List three things you have accomplished.

- B. Select two of your skills related to your career goal.

- C. List three personal qualities you possess.

Step 2. Write:

- A. Write down some details. (Who, What Where, When Why, and How)

- B. Write out a story/script.

Step 3. Rehearse:

- A. Practice reading your script out loud. Time yourself.
B. Get it down to 60 seconds or less.
C. Try out your "commercial" on friends and family. Ask for their suggestions.
D. The more you practice, the more confident and professional you will appear.

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