**Elevator Speech**

**Networking Event**

This is subtle, short, and conversational, and essentially answers the question, “What do you do?”

“I’m a tax accountant – I work mostly with small companies to help make sure they’re not paying more taxes than they need to.”

“I’m an administrative professional. I support top executives so they can focus on our most important business needs.”

“I help companies set up their sales systems and improve their processes.” – Sales Consultant

“I’ll be graduating from the University of Maryland in May with a degree in Communications. I’m looking to launch a career in public relations.” – College Student

**Job Fair**

This is targeted towards a specific job and can be slightly longer.

“I am a tax accountant, and I work with smaller companies for whom workers comp and other taxes are a significant cash drain.  I help them make sure that they aren’t paying any more than they are required to. My clients in your industry include ABS Company and XYZ Company. I’m considering a transition from public to corporate accounting and I’m interested in learning more about your company.”

“I’m an administrative professional, and my passion is supporting others so they can focus on sales and profitability. I’m very experienced in supporting executives and sales teams, managing schedules, and performing detailed work under tight deadlines. I’m looking for a new opportunity and found your company to be very innovative. Can you tell me more about it?”

“I work with companies to set up and improve their sales processes. I work a lot with small and medium enterprises, and because they can't usually afford to invest a lot in the type of sales structure that large companies do, I work with them to set up processes that work for their business and maximize their sales revenue.”

“I am a senior at the University of Maryland and I’ll be graduating with my Communications degree in May. Through my internship experience and coursework, I’ve developed a passion for public relations, and I’m looking to find a great company to promote through my PR work.”