John Q. Jobsearcher - 60 Second Commercial

**Elevator Pitch**

Who –

(This entire document should be written in the first person because you will be presenting it directly to others. In this section, write a concise statement of who you are and, including your advertising slogan. This slogan is a short sound bight describing what you do in a catchy way that will be remembered.)

What –

(Document your capabilities in this section. Don’t regurgitate what you’ve done, but tell them what you can do for them. Note that the who and what sections of this commercial should stand alone as your 30 second commercial. That means it should be fewer than 120 words to this point. If it’s effective, you will get a signal that your audience wants to hear more.)

Why –

(In this section, you should expand on your capabilities and make it clear that they want you and can’t live without you. The who, what and why sections should flow together well and be able to stand as your 45 second commercial. This means no more than 180 words to this point.)

Goal –

(This is where you close the deal. Don’t repeat what you’ve done in the past. Tell them what you’re going to do for them and how fast you’re going to do it. This will close out your 60 second commercial, which should not exceed 240 words.)

**Statistics** (60 words will take about 15 seconds) –

nnn words and mm seconds for full pitch

nnn words and mm seconds for who, what and why

nnn words and mm seconds for who and what

Example for Estaban Cambiar (Change Executive) - 60 Second Commercial

**Elevator Pitch**

Who –

My name is Estaban Cambiar and I’m a proven commercial and operations change leader. I deliver supply chain excellence.

What –

I can transform your purchasing activities; giving you outstanding strategic sourcing and transaction management. I’ve done it before. At Big Corporation, I led the redesign of the company’s procurement processes. This effort saved 10% annually on materials and services spend, and reduced fixed costs by 40%. I can do the same for you.

Why –

My capabilities are well matched with the needs of your organization as you’re seeking your own transformation. My background in commercial, operations and engineering roles makes me uniquely qualified to understand client requirements in your company. This experience and my ability to drive change is what you need. I can quickly deploy robust sourcing capabilities to produce significant savings near term. I can also help your team build the right strategies and execute rapidly to capture additional variable and fixed cost reductions.

Goal –

Within two months of my joining you, we will be doing strong strategic sourcing on high value added commodities. Within one year, we will have best in class sourcing in all areas. Within two years, our transactional processes will match this level of performance. That will give us a 5-15% annual spend savings and fixed cost reductions of at least 20%.

**Statistics** (60 words will take about 15 seconds) –

229 words and 54 seconds for full pitch

168 words and 38 seconds for who, what and why

71 words and 18 seconds for who and what