**UALR College of Business Elevator Pitch Contest**

**Sponsored by the Center for Professional Sales**

“Elevator Pitch” is a popular name for a short, concise, persuasive presentation of information concerning one’s self, product or idea. Elevator Pitches are typically crafted to approximate the duration of a short elevator ride (obviously not based on the COB elevators!) with an important audience (banker/boss/recruiter/investor). A good elevator pitch can make the difference between getting a job, a promotion, funding…or a date.

There are several reasons why participating in the Elevator Pitch Contest is a good idea:

* First, we all need the practice…being able to speak concisely and persuasively is a skill we all need more than ever!
* The prize money: $20 for the winners of round one, $75 for the winners of round two, and $1,200 to be apportioned to the top five winners of round three.
* Competing in Elevator Pitch Contest will look good on your resume…and will look even better if you place.
* The College of Business wants to be known for engaged students and relevant activities…a successful competition is good for the College.

The Elevator Pitch Contest consists of three rounds of competition. The first round is a 60 second audio recording, sent via email to [marketing-dept@ualr.edu](mailto:marketing-dept@ualr.edu) no later than February 14, 2014. Survivors of this round then have their Pitches videoed in the COB by the Sales Center during the week of March 10th. Finally, the top 10 finalists will present their pitches live in the College Atrium at 12:30pm, April 23rd. There will be food (likely pizza) and door prizes. In addition to a professional panel of judges, the audience can vote via smart phone for their favorite contestants.

So. Let’s get started. Attached you will find 5 additional files:

1. Elevator Pitch – Flyer 1

2. Elevator Pitch – Flyer 2

3. Federated 1 – the Firm at a glance

4. Federated 2

5. Federated 3

The scenario is this. You are a sales representative for Federated Insurance, a business-to-business risk-management firm (and sponsor of the contest). You enter an elevator at the same time as Mr. John Riggs, the CEO of J.A. Riggs Tractor Company (the first and largest Caterpillar dealership in Arkansas, and NOT presently a customer of Federated). In the 60 second elevator ride to the next floor your challenge is to convince Mr. Riggs to schedule some time to meet with you in the next few days. You are to imagine that you have the attention of Mr. Riggs for 60 seconds while you give your pitch.

Your Elevator pitch is to be crafted from the accompanying files and from any information you may find on the Federated website ([www.federatedinsurance.com](http://www.federatedinsurance.com)) and the Riggs-Cat website (<http://www.riggs-cat.com>).

Information on elevator pitches, including a couple of examples, can be found here:

* <http://www.forbes.com/sites/chicceo/2013/02/05/how-to-create-an-elevator-pitch/>
* <http://m.youtube.com/watch?v=HYmqB0fsnME>
* <http://m.youtube.com/watch?v=XvxtC60V6kc>

Next, check out a few of the “Elevator Pitch Winners” on YouTube…look for ones around 60 seconds to get an idea of how much you can and should say in such a short window of opportunity.

Time your pitches to be 50-70 seconds. Practice/practice/practice! Remember to record your pitch in a quiet environment. Email it to: [marketing-dept@ualr.edu](mailto:marketing-dept@ualr.edu)

That’s it…Good Luck!

Steve Edison, PhD