



Want to Pitch?- Keep this in Mind

From: Speed Dating 101: the Mini-Course by Kate McEnroe

If they don't know you or your place ...

Set the stage this way:

You are in the comparison business, so let me give you a frame of reference

Narrow your focus this way:

Your quick biography and role - what are you the go-to person for?

Provide comparisons to similar places, focusing on why your place is better

If they know you but not your place. . .

Set the stage this way:

You know I wouldn't have taken this job if there weren't great opportunities

Narrow your focus this way:

This is why I was excited to rep this place (with a specific asset or two)

If they know your place but not you. . .

Set the stage this way:

I want you to feel you have great continuity here

Narrow your focus this way:

This is my background

Here is where I fit in, what I focus on, and what may be new to you

If they know you and your place. . .

Set the stage this way:

I want to focus on what you don't already know

Narrow your focus this way:

No more than 1-3 new things to know

New people, new companies, new initiatives

Need help with execution?

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