
Anatomy of a Pitch
UNIVERSITY OF NOTRE DAME
MENDOZA COLLEGE OF BUSINESS
GROW THE GOOD IN BUSINESS™

What is a Pitch!



The Definition

A concise, persuasive summary of who you are, what you do, and what you are looking for. It's designed to be delivered in the time it takes to ride an elevator. For MBA students, this skill is vital for making a strong, lasting impression at networking career fairs, and interviews, helping you **stand out** in a competitive landscape.



The Introduction

The beginning of any new relationship. Your pitch is an opportunity to introduce yourself and show why you are a suitable candidate. It is likely the **most important part** of your entire conversation and helps to make a good first impression.



The Evolution

Your pitch will evolve as you progress through the job search. A successful pitch is **honest, authentic, and convincing!** It is a teaser that adapts in length, from 30 seconds at a career fair to 2-3 minutes for "Tell me about yourself."

Elements of a Pitch!

Your narrative is an elevator pitch, and it should cover:



Introduction and What You Have Done



Why that positions you well to be a (position you are targeting) or in effect, what value do you bring to them



Your Target or Why you want to be a (position you are targeting) (i.e., what you want to learn / develop)



Call to Action



Optional: Your firm and office preference (and why) - for some roles like IB and consulting

Elements of a strong narrative:



Unique, natural, and true to who you are (not robotic / scripted)



Concise and to the point



Demonstrates understanding of the (target position) career path and specific firms/companies within it



Shows decisiveness, conviction and confidence

Core Principles



1. Be Concise and Clear

Your pitch must be brief and to the point. Avoid jargon and complex explanations. The goal is to be immediately understandable and memorable.



2. Focus on Your Value Proposition

It's the intersection of your unique skills and experiences and the needs of your target employer. Explain how it benefits them.



3. Tailor Your Message

A one-size-fits-all pitch rarely works. Research the company/person. Mention their work or the specific role to show genuine interest.



4. Include a Call to Action

End your pitch by prompting a next step (e.g., a business card, a follow-up). A good pitch opens a door; a great one walks through it.



5. Project Confidence

Your delivery is as important as your content. Speak clearly, maintain posture and eye contact, and convey genuine enthusiasm.

Elements of a Pitch: Part 1

Part 1: Introduction



1. Clearly state your name and that you are an MBA candidate at the University of Notre Dame



2. After that, you can start your story anywhere, but generally pre-MBA experience including education and work experience is a good place to start

Example:

"Hi, I'm (Your Name), a first-year MBA candidate at the University of Notre Dame. Prior to coming to Notre Dame, I was a [Finance] major at the University of [undergraduate school] and went on to work as a [Previous Roles / Industries]."

Elements of a Pitch: Part 2

Part 2: What have you done?



I. Highlight the decisions you made and why they were pivotal in your career path



II. Be clear as to why you chose to come back to ND and get your MBA

Example:

"I have always been interested in problem solving, which led me to major in mathematics. While I was in school, I interned with Company A doing a rotational program. There were facets of the job I liked, such as having opportunities to work on teams and critically analyze complex issues. I decided to pivot and start working at Company B, where I was able to work on many different projects that appealed to my love of problem solving but also allowed me to work collaboratively with teams and develop my project management skills. After a few years, I realized that I wanted more opportunities for career advancement. Though I enjoyed my job, I came to Notre Dame to get an MBA so that I could take that next step of my career."

Elements of a Pitch: Part 3

Part 3: Your Value or Will You Be A Good (position you are targeting)



I. Connect your past experience and MBA skills



II. Highlight activities that show you would be a good for the position you desire (examples):

- Client-facing work
- Cross-functional teams
- Data analysis
- Communication and presentation skills
- Complex problem solving



III. This statement should reiterate that you have the skills and emphasize how you will employ those skills in your chosen path

Example:

"I am interested in consulting because I believe it will allow me to use my problem-solving skills and give me an opportunity to work in cross-functional teams in many diverse industries. Because I enjoyed changing up my projects at regular intervals in my previous job, I think that I will enjoy the fact that job assignments change every three to six months"

Elements of a Pitch: Part 4

Part 4: Your Target or Why you want to be a (position you are targeting) (i.e., what you want to learn / develop)



I. Clearly state the type of role or industry you are interested in. This helps the listener understand how they can help you.



II. Talk about what skills will you gain from this job and why do you need them



III. Be specific, and relate them to the job of your choosing



IV. Remember the skills previously mentioned (in example):

- Client-facing work
- Cross-functional teams
- Data analysis
- Communication and presentation skills
- Complex problem solving

Example:
"I really enjoyed the client interaction in my previous job. When I published a study, I would only have some limited exposure to our clients through my company's executives. One of the reasons that I am pursuing consulting is to increase my exposure to the client side and enhance my ability to truly partner with clients. I think this will really add to the problem solving experience I enjoyed doing in my previous role."

Elements of a Pitch: Part 5 (most relevant for consulting and IB)

Part 5: Which Office and Why? (Optional) - some positions like consulting or IB require you to choose and recruit in a particular office



I. Strategic Approach:

- It is not enough to say "I would like to work for X firm in Chicago"
- You need to articulate why you would like to work at X and why Chicago



II. Pitfall to Avoid:

- Do not try to game the system by finding an office that is "easier" to get into



III. Why might you choose company or firm A?

- Strength in a particular practice area or industry
- Specifics on business model appear to you



IV. Why Office A?

- The office is heavily involved in a practice area you are interested in
- You connected well with people in that office when networking
- You are from that area / worked in the area previously

Elements of a Pitch: Part 6

Part 6: Call to Action or Next Steps

The timing of this depends on your conversation. If you are having a coffee chat or meet someone at a social event, this may be at the close of the conversation vs. right after your pitch.

Why is this Step Important

Encourages further dialogue through Open-Ended Questions:
(e.g., I would love to hear more about)

Expressing interest in Next Steps: clearly stating your desired outcome
(e.g., I'm eager to hear more about your recruiting process)

Making it Easy to Connect: Always ask for their contact information and be the one to reach out