

Networking & Elevator Pitch (Power Greeting)

Building relationships is fundamental to your success in the future. It will take more than a good grade point average, a degree, involvement, and awards to excel in the market place. It will take strong relationships to help build the connection for you and your future career.



GOALS OF NETWORKING

1. To increase your visibility.
2. To start relationships that will lead to strategic alliances, joint ventures, and referrals.
3. To stay current on trends in your major and anticipated career path.
4. To become connected to key influencers in your career path and within your targeted major.
5. To learn from and to be motivated by those currently in your desired field.
6. To find answers to questions you may be pondering regarding your career plan.
7. To hone your personal sales pitch.
8. To become more comfortable socializing on a professional level.
9. To be seen as a top recruit by others.
10. To uncover the "hot buttons" of your targeted career.

ELEVATOR PITCH or POWER GREETING

Throughout your job search you will need to be able to introduce yourself in a powerful way to people who don't know you. The statement you make at this time is known as your Power Greeting. What you say in this moment will set the tone for the rest of your interaction.

Hello, my name is _____ and I hold a degree in _____ from Fayetteville State University.

I have _____ semesters/years/months/etc. experience in the field of _____ and through _____ I have discovered that I excel at _____. I chose this field because _____.

I believe that I can contribute to your organization by _____.

HOW SHOULD YOU BE NETWORKING

ON CAMPUS

- ATTEND ALL CAREER FAIRS
- JOIN/HOLD AN OFFICE IN A MAJOR AFFILIATED ORGANIZATION
- BUILD POSITIVE RAPPORT WITH ADMINISTRATION
- ATTEND SOCIAL EVENTS
- CHECK YOUR E-MAILS

IN THE COMMUNITY

- VOLUNTEER WITH AN AGENCY AFFILIATED WITH YOUR MAJOR
- JOIN A YOUNG PROFESSIONAL'S ORGANIZATION
- ATTEND NETWORKING EVENTS

WITH EMPLOYERS

- KEEP COMMUNICATION LINES OPEN WITH ALL CONTACTS
- ATTEND LOCAL & REGIONAL CAREER FAIRS
- PRACTICE INFORMATIONAL INTERVIEWING
- CREATE A LINKEDIN PROFILE

WITH FAMILY & FRIENDS

- INFORM THEM OF YOUR CAREER ASPIRATIONS
- CONNECT WITH THOSE IN YOUR DESIRED CAREER FIELD
- SEEK JOB SHADOWING OPPORTUNITIES