90 Second Introduction & Networking

Why a 90 Second Introduction?
The length of an average adult’s attention span
To answer that all important “Tell me about yourself” question
Introduction for networking
Social situations
Anytime you have opportunity to “market” yourself
Your personal “commercial” to accompany your personal “brochure” – your resume

What it should do
Explains employment background and aspirations
Develops interest in knowing more about you
Identifies your position by title or specialty
Describes career high-spots
Articulates quantified accomplishments
Tells your current situation

Doesn’t have to be 90 seconds – can be 30 or 60 seconds.

What information do you want to include?

1. Career summary – (50 seconds)
2. Important Information – (10 seconds)
3. Future – Career target – (30 seconds)

Career Summary presents the “big picture”
Most recent career history
Description of work you have been performing
Type of organization, industry or functional area in which you performed

Sample:
For the past 8 years my career has focused on sales and marketing, primarily in the high tech industry. Most recently I was Sales manager for ABC Tech where I grew sales from 1.3 M to 1.9 M in 9 months.

Important information explains why you are looking for work.
Example:
As you may be aware, ABC Tech recently reorganized and in the process my job was eliminated. This gives me the opportunity to use my experience and knowledge in a new venture.

Future – Career Target
One ending is for networking and the other is for the interview
Networking Example:
I would like to continue my career in the sales and marketing arena, so where would you suggest I look. Do you know of anyone I need to be talking with?

Interviewing Example:
With my sales experience and the ability to market and grow sales, I think I am a good fit for the position you have open.

90 Second Introduction
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As you may be aware, ABC Tech recently reorganized and in the process my job was eliminated. This gives me the opportunity to use my experience and knowledge in a new venture

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Do you memorize your 90 Second Intro?
NO!
Flexibility is the key. You must know the needs of your audience and tailor your intro to those needs.

Be able to expand your story as needed or hold back if that is more appropriate.

Be comfortable with your basic story then you can elaborate.

Networking
What is networking?

1. Gathering information
2. Asking questions
3. Getting advice
4. Connecting to others
5. Getting support
6. Gathering new ideas

Networking is NOT
1. Asking for a job
2. Being pushy
3. Appearing desperate
Networking Image

NETWORKING PROCESS
Build your network
1. Identify personal and professional contacts
2. Prioritize and organize list according to
   a. your most immediate needs
   b. People who will be most beneficial to your search.

PREPARE YOUR STORY
Your name
Who you are
Referral name
Reason for your call
Inquire if this is good time to call (if not – when?)
90 Second introduction (customized)
Prepared questions
Thank individual for his/her time and assistance
Ask if you can do something to return the favor

WHO IS ON YOUR CONTACT LIST
Work and business associates
Educational associates
Social friends
Neighbors
Family
Church contacts
Personal/community
WHERE DO YOU NETWORK?
EVERYWHERE!
Social gatherings
Church
Grocery Store
Dentist/Doctor
Meetings
At the Mall
In restaurants
Informational interviews
EVERYWHERE!!

INFORMATIONAL INTERVIEWS
What are you looking for?
1. first hand information from expert
2. Get specific information on your questions
3. Get personal and subjective information
4. Get information about the on-the-job atmosphere, demands, joys, sorrows, etc
5. Receive assessment of your aspirations, skills, strategy, resume and anything else you can think of

When networking, it is important to:

1. Establish rapport
2. Give a brief description of your work history using your 90 second introduction as the foundation
3. Use list of prepared, open-ended questions to focus and direct the conversation
4. Obtain referrals
5. Be brief – don’t monopolize too much time
6. BE PREPARED

CONTACT CARDS
www.vistaprint.com
   1. Contact information
   2. Titles or knowledge & skills

WRAP UP
1. Prepare 90 second intro, practice and be able to tailor to each position
2. Network with everyone you meet
3. Be respectful of other’s time
4. Keep resume, contact cards, appointment book or calendar with you
5. Thank contacts for their time and don’t forget to ask for referrals