

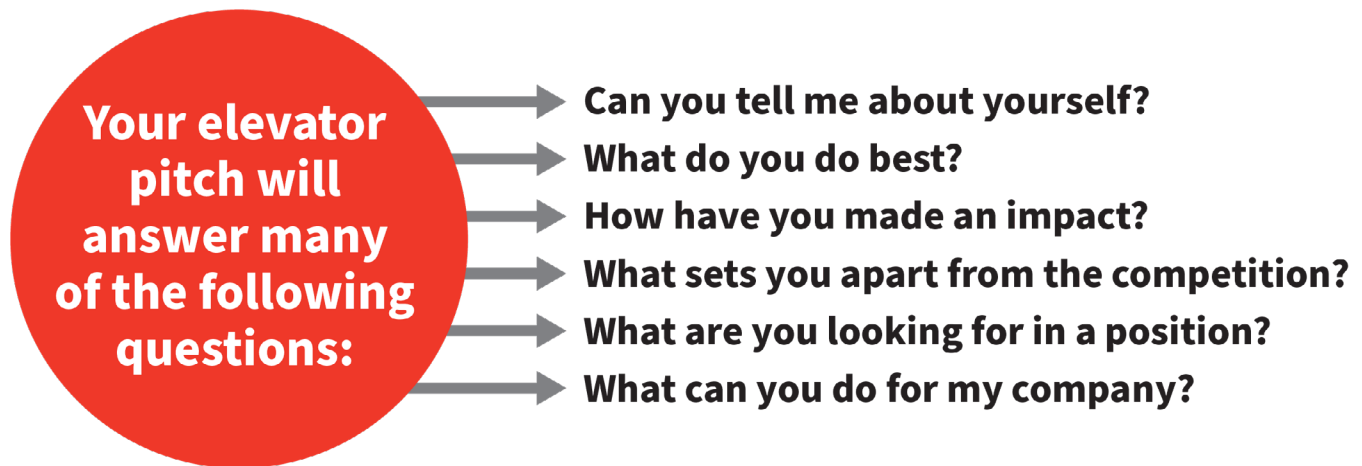
Networking Tips & Techniques

“Networking” may sound daunting, but it just means connecting and communicating with people and businesses.

The Elevator Pitch

One great way to prepare yourself for networking opportunities is to develop an elevator pitch. An elevator pitch is a short introduction, usually about 30–60 seconds, that highlights what makes you unique. It demonstrates the value you can bring to a company or an organization.

You can use your elevator pitch in all phases of your job search and networking.



Sample Elevator Pitches:

Hospitality Manager

“I am a highly experienced restaurant and hospitality professional. I’m driven by creativity and innovation. I have worked in every restaurant position, which allows me to successfully manage both front- and back-end operations. My ‘Lead by Example’ style of management has increased profits and turned around restaurants with poor customer service and high turnover, resulting in exceptional teams.”

Sales Representative

“I am a sales management professional with a wealth of industry experience and a history of exceeding sales goals. My clients and co-workers would describe me as reliable and dependable, as illustrated by my long-term relationships and by consistently exceeding client expectations. My tenure with my previous employer speaks to my dedication, adaptability and client-service mindset.”

Accountant

“I’m not only a numbers guy, I’m also a solutions guy. I have a proven track record of meeting deadlines and exceeding performance goals in the public and private sectors. Identifying new business opportunities is second nature to me since I have worked with a wide range of clients from diverse industries. I am looking for a job where I can find solutions to accounting challenges. I am a self-starter with an eye for detail and I deliver quality work.”

Human Resources Associate

“As an HR professional, I am passionate about helping people reach their potential. I enjoy the challenge of integrating systems and working with departments to improve workflows. I excel at recruiting and cultivating top talent. I’ve earned several performance awards for creating innovative talent strategies that got results. I have a knack for matching people with positions they love and want to stick with. I want to put my experience to work building long-term strategies to ensure the success of your company.”

Your Turn!

Think about the skills or qualities you’d like to focus on in your elevator pitch. What three words would you include? Examples: Creative, reliable, dedicated, motivated.