

WAYS TO NETWORK

NOTE: When we send email, we forfeit 93% of our communication power!



WRITTEN CORRESPONDENCE/EMAIL

Do not send them a laundry list of questions. Introduce yourself first and ask if there is a good time when you can email them questions or call to follow up.



TELEPHONE

Be sure to have an introduction ready to go-SCRIPT your message. You want to avoid asking them questions on your first phone call. Show them you are mindful of their time and if it would be possible to set up a time to speak.



FACE-TO-FACE

See the chart below for meeting preparation

CONDUCTING THE INTERVIEW	QUESTIONS TO ASK DURING THE MEETING
<ul style="list-style-type: none"> • Have an agenda • Control your time • Listen and take notes • Ask for referrals • Thank the person for their time and ask for a business card so you can follow up later • Be open about everything you are doing • Do not be overly assertive 	<p>ALWAYS ask Open Ended Questions and LISTEN carefully!</p> <ul style="list-style-type: none"> • Preparation How did you prepare yourself for this position? • Job Do you have a typical work week? If so, can you tell me about it? If not, why? • Lifestyle What are your work hours? Are you expected to work late nights or on weekends? • Future What is the future predicted to look like in your line of work?

FOLLOW UP TECHNIQUES

- Use email when time is absolutely of the essence, but your voice/tone isn't. For example, you are giving someone directions for a meeting the next day.
- Use voicemail when the energy of your voice is important. If by chance there was a misunderstanding, the kind tone of your voice made it less of a problem.
- You can never go wrong using snail mail. I've never heard anyone complain about receiving a handwritten thank-you note.
- **BEST Technique:** Ask the person what he or she prefers when you follow up. Some people definitely have a preference.

QUICK TIPS FROM CAREERSPOTS.COM

FOLLOW UP TECHNIQUES

- Networking is how you get your foot in the door, but it will only get you so far. Once you've established relationships with the professionals in your network, it's ultimately up to you to get the interview and the job offer.
- Treat everyone you meet well; you never know who may be able to help you advance your career later down the road.
- Your professors, advisors, mentors, family members, and friends are a great place to begin building your network. They may be able to connect you with other professionals in your field.
- Students are strongly encouraged to have a presence on LinkedIn. It increases your chances of being discovered by recruiters in your network.
- Career fairs are another place conducive to networking; often you can make connections at a career fair that may result in career opportunities later on.
- Make sure your communication isn't one-sided; you should strive to help those who you connect with as much as you hope they will help you. Networking should be a mutually beneficial endeavor.

BUILD YOUR NETWORK

- It's important to build your network because a lot of positions are not advertised online and the majority of jobs are found through networking.
- The more you network, the more likely it is that someone will notice you and link you up with an available position.
- Make sure that after you attend a Career Fair or other networking event that you email the people you've met and mention something notable from your conversation.
- Interact with companies on Facebook and Twitter so you can learn about them, and they can learn about you.
- Attend events offered by your Career Center and dress presentably, smile, be engaging, and follow up after the event.

Please refer to Career Development's Staff, Career Planning Guide and/or career center website for further information,

www.desales.edu/career



NETWORK YOUR WAY TO THE JOB YOU WANT

Networking is the process of developing relationships with others. **Begin by contacting persons that are closest to you** (e.g. professors, parents, and friends). Your goal is not to get a job from them, but to get names and addresses of others whom you might contact in order to expand your network and learn about potential employment opportunities. In other words, you are trying to enter their network.

SOURCES OF POSSIBLE CONTACTS

- Begin developing your network by securing names of specific individuals. You can get these names from professors, friends, neighbors, relatives, former employers, members of undergraduate and professional associations, personnel directors or public information officers, and community agencies or chambers of commerce.
- **One valuable social media resource is LinkedIn.** With LinkedIn, the world's largest professional online network, the "who" is at your fingertips. Visit linkedin.com today to get your profile started. Also, be sure to join the **DeSales Alumni Network on LinkedIn** which often has job/internship postings.
- Another great resource to use when searching for employer titles, contact information, or by company/industry, is **Career Shift**. This resource is accessible to all DeSales' students and alumni through **Bulldogs4HIRE** and the career development website.

GET STARTED

1. CREATE A PLAN

What are your networking goals (business development, professional development, job search, nonprofit, social, etc.) and what results are you seeking?

2. A FEW GOOD PEOPLE

You want quality contacts, not quantity. So don't spend all your time trying to gather 50 contacts, spend your time making five contacts.

3. INVENTORY/ORGANIZE YOUR CURRENT NETWORKS

Organizing your current network makes it easier to find the right person for the right problem, and helps you to not mix up your networks.

4. EVALUATE YOUR NETWORK

What is his/her relationship to what you need, and of course, how you can give back.

- Who has the power to help you (power as in access)?
- What is the best way to approach them? Who can make an introduction on your behalf?
- What do you need from these people? Have you written it down?
- What is their value? What do they offer you?

PREPARING FOR NETWORKING

1: ORGANIZATION

In the first days and weeks of career networking, it's easy to remember who you spoke to, what they said, what you promised you'd do, who they referred you to, etc. You could write it all on scrap paper. But as your network grows those scraps add up. In turn, make a record of each networking conversation. Things to include are:

- Name
- Company/Organization
- Position
- Address
- Phone/Email
- Referred to you by/how you found them
- Relationship
- Date met and meeting roles
- Follow up

2: CREATE A PERSONAL BRAND (AKA: AN ELEVATOR PITCH)

You want every contact in your career network to have a clear idea of who you are, what you offer, and what you are looking for. **Give them something SIMPLE!**

- Start with a single sentence describing what you do (i.e. I'm currently a senior at DeSales University, working toward a degree in Nursing. I chose this career path because...).
- Add your best "selling point" as an employee-your best talents, work skills, or outstanding work achievements.
- Explain why you want to connect with them.

EXERCISE: YOUR PERSONAL BRAND STATEMENT

What I do:

Why I want to connect with them:

My best selling point(s):

Follow Up Intentions:

Note: Does it sound like you? Is it memorable? Keep it fresh, for your personal brand statement can change as your career network gives you new information and insights to the job possibilities in your area.

3: GET YOUR KIT TOGETHER

Contains items contacts commonly ask for and information that helps the conversation move forward.

- Clean copies of your resume (in the event you are asked for one)
- Detailed and memorized stories about your work achievements (on index cards, as reminders)
- Comb, breath mints, tissues, and an extra pair of stockings for the ladies
- Business cards with a phone number and e-mail information (if you have one)
- A professional business outfit for face-to-face meetings
- A list of specific target companies/places where you think you might find a job
- A pen and notebook. Pocket-size is best for taking occasional notes or writing the address of someone who forgot their card

4: NONVERBAL AND VERBAL COMMUNICATION

Contains items contacts commonly ask for and information that helps the conversation move forward.

Body Languages

- Have at least 2 feet of personal space around you when you talk to others
- No slouching. Try to sit up straight with your shoulders back
- Shoulders and hips parallel
- SMILE and maintain good eye contact
- Keep your hands out of your pockets and avoid playing with your fingers/nails

Voice & Tone

- Question or Answer- Inflection: Make a Statement!
- Have energy, enthusiasm, and sense of purpose: Smile When You Speak!

Words

- Select a vocabulary level that is appropriate for the audience
- Avoid acronyms and sports analogies
- Refrain from slang, vulgarities, and clichés
- Speak in complete sentences

