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NETWORKING PITCH

A Networking Pitch is a tool job seekers use to quickly describe who they are, the type of job they are seeking, and what they can offer to an employer... to anyone who might be in a position to help.

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DISCUSSION

A Networking Pitch needs to be practiced enough so that it is smooth and you can use it flexibly in different situations, whether you're at the Job Fair or the Neighborhood BBQ. It should be short enough that you could give your pitch on a short elevator ride (sometimes called an "elevator pitch"). 30 seconds is all you need.

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DEVELOP YOUR NETWORKING PITCH

- Smile and introduce yourself
- Name-drop if someone recommended you.
- State the type of work you are interested in doing
- Describe your skills or positive personality traits related to the type of work you are seeking
- Give an example of at least one success
- Make a specific request. (Ask for their advice, ask for an informational interview, etc. If you can, give an example of the types of tasks you could offer a company and how the company would benefit)
- Thank the person

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DISCUSSION

You want to be able to use this flexibly, so if you already know the person, there is no need to introduce yourself. You could start by letting them know that you're looking for work, and would appreciate any assistance they could offer.

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NETWORKING PITCH SAMPLE

"Hi! My name is Sarah Smith. Nancy, your neighbor, recommended I talk to you. I'm looking for a job that involves data entry.

I've been into computers since I was a kid, and my keyboarding skills are excellent. In fact, I scored first in my keyboarding class for speed and accuracy. I am primarily interested in doing data entry, maintaining data bases, or similar tasks on the computer.

Would it be possible to come by next week and learn more about your business?

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DISCUSSION

In this example, Sarah is approaching a person who works in the IT department at the Head Start Program in her community.

READ SLIDE

Ask participants to identify what Sarah included in her networking pitch:

- ➔ She introduced herself.
- ➔ She name-dropped ("Your neighbor, Nancy, recommended I talk to you.").
- ➔ She stated the type of work she was seeking.
- ➔ She provided examples of the types of tasks she can offer an employer.
- ➔ She ended with a specific request for an informational interview.

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NETWORKING PITCH SAMPLE #2

Hello. My name is John Dough, and I'm interested in a career in baking. I'm wondering if you could help me? I'm going to culinary school in the fall, but in the meantime, I need to get some work experience. I'm good at working with dough, making pastry and decoration. My friends and family all ask me to make cakes on their birthdays! I'm hard-working and dependable. Would you, or maybe someone you know, be able to use someone like me for the summer?

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DISCUSSION

John is approaching a Bakery Owner in his community.

READ SCRIPT

Ask participants to identify what John included in his networking pitch:

- ➔ He introduced himself.
- ➔ He stated the type of work he was seeking ("career in baking").
- ➔ He highlighted potential contributions.
- ➔ He highlighted a success ("My friends and family all ask me to make cakes for their birthdays!").
- ➔ He specifically asked about work opportunities, and advised about who he might talk to next.

FACILITATOR NOTES

After examples, go back to slide 122 and refer to Activity 22 in the Participant Workbook. Have people develop a pitch with their partner. After they've had some time to do this, get 1-2 people to volunteer to read their pitches. You might time them to give people an idea of how long it takes. Try to keep it to 30 seconds or so.