

The World of Connections

SOCIAL—RELATIONAL—TRANSACTIONAL

Networking Guide

1. Communication

- Unless you set up a time to speak by phone – in advance – then don't call alumni!
- Very busy people; best to e-mail first.
- Be conservative. Address everyone you speak with or write to with the appropriate title (e.g. Mr. Smith, Mrs. Smith, and Ms. Smith). Allow them to tell you when to call them by their first name.
- "Connect" on LinkedIn after you have established a relationship.

2. Email

- Include the situation, referral, interest, and your respect.
- Know your contact. Research him/her.
- Tailor to the individual. Make a connection.
- Include something you've researched or discovered about the industry/company.
- Do not mention networking.
- Do not attach a resume.
- Do not ask for a job.

3. Phone

- Be politely persistent in scheduling a phone call via email. Minimum of 3 days between attempts.
- Address the person with the appropriate title.
- Be courteous of their time. Adhere to the set time for the meeting.
- Smile, listen, and take notes.
- Ask good questions. (*See reverse.*)
- Thank him/her for their time.
- Always close asking for additional contacts.

Sample Email

Subject Line: Hello (*Mr./Ms. name of addressee*) – Wake Forest

Dear (*fill in Mr./Ms. name of addressee*),

I am a sophomore (*fill in*) major at Wake Forest. (*fill in Mr./Ms. name of referral contact*) suggested I reach out to you.

My interest in (*their employer name*) and specifically about your work in (*the area they work in*) comes from classwork, research, and experience working at (*XYZ company*).

Knowing you are very busy – at your convenience, I would love to speak by phone for 15 minutes to learn more about your path to (*their employer name*) and to hear your thoughts on the (*industry they work in*).

Warm regards,

Your Name

Sample Phone Introduction

Hello (*Mr./Ms. name of person*). This is (*your name*). Thank you for allowing time in your schedule to speak with me today. I am a junior (*fill in*) major at Wake Forest.

I am very interested in (*their employer name*) and specifically about your work in (*the area they work in*). I've already had an internship at (*XYZ company*).

(Ask good questions. See reverse.) Based on our conversation, who else should I contact? May I have the contact information? May I reach out to you in a week to follow up?

I appreciate your willingness to share your time and expertise with me. I look forward to following up with you. Thank you.

4. Follow Through and Up

- Send an intro email to the additional contacts you were given within 48 hours.
- Follow same steps as original contact.
- Send a brief thank you after the conversation within 24 hours.
- Send update on the encounter to the original contact.
- Continue process with every contact.
- If appropriate, ask to meet in person.
- "Connect" on LinkedIn after you have established a relationship.

5. Elevator Pitch

- Know yourself. Who are you? What are your interests/skills? Why are you interested?
- Research the industry and company.
- Prepare questions/topics to discuss.
- Practice! Practice some more!
- Do not ask for a job.
- Distill your resume into 3-5 key bullet points.

6. Dress

- Be conservative. Wear business attire.
- Men: Wear a dark blue or black suit, pressed white shirt, understated tie, belt, socks matching the shoes, and polished shoes.
- Women: Wear a dark blue or black skirt or pant suit, pressed white shirt, and average height closed-toe heels.
- Shoes match the belt; minimal jewelry (no jingling); hold on the cologne/perfume; no gum; and well-groomed.
- Turn your phone off.

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Questions to Answer

Be prepared to answer the following questions.

- Tell me about yourself.
- Why did you choose Wake Forest / your major?
- What is your favorite class and why?
- Who has been your favorite speaker and why?
- What has been your biggest mistake and what have you learned from it? What is your biggest weakness / negative?
- Why (*City / Industry*)? Why do you want to work here?
- Why do you think your background/previous internship is relevant to this position? Why are YOU the one to be hired?
- What stood out to you in this morning's news? (They are seeing if you are engaged and serious about this business).
- What (*name related products / services*) do you like? Why?
- What excites you most about the industry?
- If you had \$10,000,000 to invest/spend on this (*product, industry*), what would you do?

Questions to Ask

Prepare 3-5 questions about the interviewer's role, firm, and career strategy.

- What is the culture of the firm?
- What specifically do you do in your area? Describe your day.
- How did you get to where you are now? What was your path?
- What specific skills, work experience or educational background can make me more competitive for a (*position name*)?
- What are the backgrounds of other employees in your department or company?
- What differentiates top performers in your group?
- What surprised you about your job? What do you most like or dislike about it?
- What are the primary results a person in this position would be expected to achieve?
- What challenges and opportunities are associated with the position?
- What does (*breaking news, new account, policy, etc.*) mean for the company?
- Based on our conversation today, who else would you recommend I talk to? Would you mind if I follow up with you with additional questions?



**PROFESSIONAL
DEVELOPMENT**

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