

KEYS TO SUCCESS:

Unlocking Your

Introduction Strategy



PROJECT CONFIDENCE FROM THE START

- Maintain eye contact when shaking hands
- Smile and present yourself with confidence
- First impressions are key - keep a friendly and positive demeanor throughout the conversation, interview, event, etc.

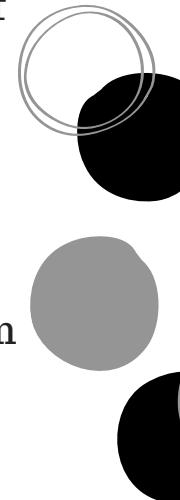


BRING YOUR BEST HANDSHAKE

- Keep your handshake firm - too tight or too loose and a handshake can be off-putting and lead to negative impressions of you (i.e., they are aggressive or they lack confidence)
- 2-3 hand pumps/seconds is recommended
- Repeat their name during the handshake! Typically the professional will say their name at that time - be sure to say it back to them

BE PREPARED FOR SMALL TALK

- At a networking event or a career fair, be prepared to introduce yourself to whom you are speaking - this is where your elevator speech is key (check out our elevator speech handout for tips on this)! This should be practiced in advance and go no longer than 30-45 seconds
- During an interview or professional event, the lull before the interview questions begin will likely be filled with small talk. Don't let yourself be caught off-guard by a question about how you are doing! Stay away from controversial topics
- Use this time to gauge the personality of the person with whom you are speaking - are they more serious or lighthearted? This can shape the ways in which you speak with them and can make you more likeable





KEYS TO SUCCESS:

Locking Up Post-Engagement

GET THEIR BUSINESS CARDS/CONTACT INFO



- As your conversation wraps up, be sure to ask them if they have a business card or contact information you can have
- If this is a networking event and you have a business card as well, feel free to exchange business cards
- Make sure you take some notes on what you discussed so you have information to discuss in your follow-up message
- If this is an interview, always ask when you can expect to hear from them, so you know their hiring timeline and how/when to appropriately follow-up
- Depart with another good handshake and remember to thank them for their time

CONNECT WITH THEM ON LINKEDIN

- After your interview/conversation is over, feel free to connect with them via LinkedIn. This creates a connection and shows that you're interested in continuing to engage with them beyond the interview or networking event. What might seem like a small gesture can go a long way to showing a professional your interest in the position and continuing the conversation! (Check out our LinkedIn handout to learn how to create an All-Star profile!)



THANK
YOU

SEND A THANK YOU NOTE!

- Handwritten is recommended but not always feasible, so email is perfectly acceptable. Make sure to send a thank you note and/or follow-up messages within 24-48 hours of meeting
- Keep it simple. Thank them for their time, correct any inaccurate information from the interview and/or mention something you specifically discussed, and keep the lines of communication open