

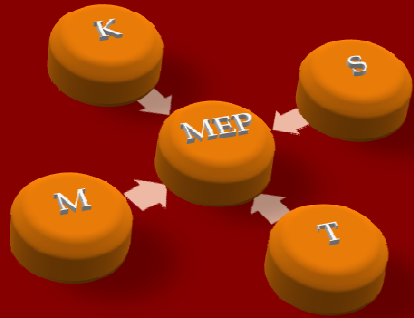
USC MARSHALL OFFICE OF MBA CAREER SERVICES

Knowledge x Skill x Motivation x Talent = Maximum Employment Potential



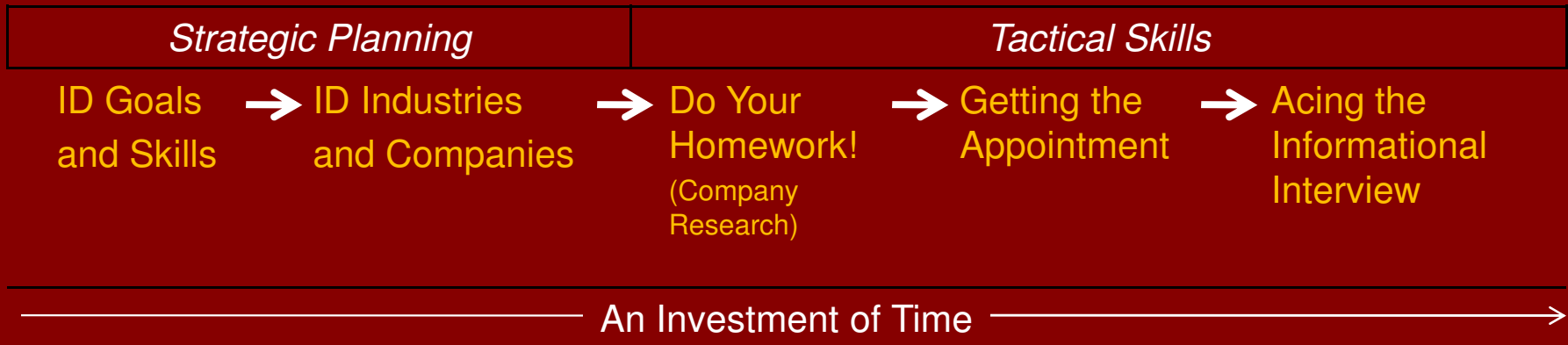
Networking & Informational Interviewing: Nuts & Bolts

In general, how many "contacts" does the average person have?	250
How many Marshall Alumni are there?	65,000
In general, how many people are there between you and anyone you would like to meet?	~ 6
What is the response rate to "cold" phone calls?	10%
What is the response rate to "warm" phone calls?	80%
What are the odds of getting an interview from a "cold" cover letter/resume?	3%
What are the odds of getting an interview from a "warm" cover letter/resume?	80%
How many "cold" cover letter/resumes does it take to yield a job interview or job offer?	200
How many "informational interviews" does it take to yield a job interview or job offer?	12
What percentage of positions available at any given point in time are "formally" published/advertised?	25%
What percentage of people seek out the formally published/advertised positions?	75%
What percentage of jobs are found through relationships?	85-95%



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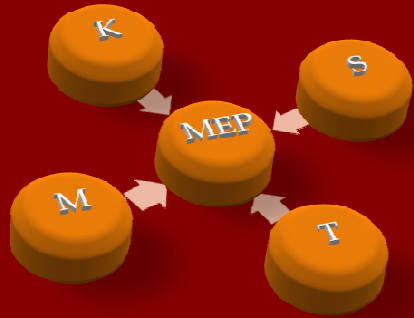
- Know your Product (you!)
- Your Skills
- Establish Your Goals (what do you hope to get out of the summer?)

- Target a few Industries
- Identify AT LEAST 10-20 Companies of interest in EACH Industry of Interest
- Begin by working on 2-3 companies per week

- Know your customer
- Know everything possible about the Industry and company
- Understand the issues

- Craft an introduction email
- Making the call
- - NO "Yes"/"No" questions
- Meet in their office or at a minimum FACE-TO-FACE!

- Be a Detective
- Be a Problem Solver
- Be courteous



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Strategic Planning: Shift Your Mindset

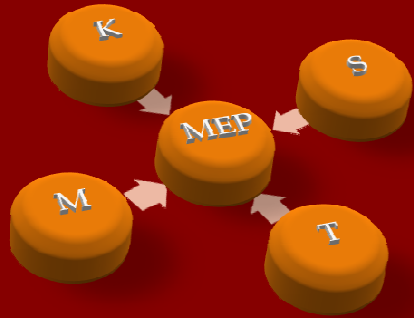
GO FROM:

- *Looking for Openings*
- *Finding a Job*



TO:

- *Exploring Options*
- *Looking for a Match*
 - Between Your Skills and the Company's Needs
 - Don't limit the Interviewer's perception of Options for You!
 - Think like a Consultant doing business development
 - Why should they buy your services?
 - Sell yourself as a problem solution!

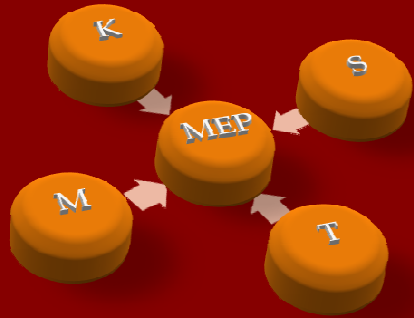


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Strategic Planning: ID Industries/Companies of Interest

- Create a list of **AT LEAST 10** companies of interest in *each* industry of interest
- Tell *everyone* you know
 - that you are interested in exploring these companies
 - and *looking for contacts* in these companies
- Start in on the work...slow and methodical, 2-3 companies per week
- Set daily/weekly/monthly goals

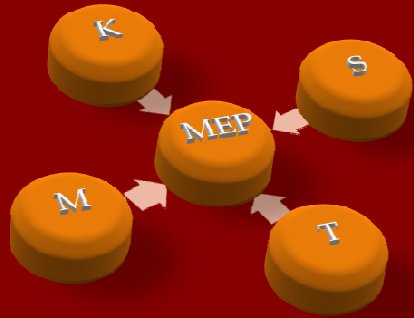


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Tactics: Do Your Homework

- Take an active interest in learning about the industry
- Learn all you can about the company from any/all sources
 - Reading the company website is NOT sufficient homework
- Find at least 3 contacts in the company
 - TIP! ONE contact in a company is NOT sufficient!
 - One informational interview does NOT mean you have 'explored' opportunities at this company!



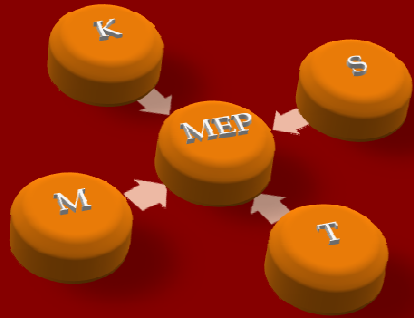
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Tactics: Getting the Meeting

- Craft an introductory email
- Making the call
- Ask open-ended questions (avoid "Yes" / "No")
- Meet face-to-face at a minimum and ideally in their office



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"A conversation with a purpose"

- Be Open Minded
 - Be Memorable
 - Be Strategic....think big picture first
 - Be Prepared ...for the best case scenario - an informational interview leading immediately to a Job Interview!

You Want...

- ▣ Advice, Information and Insight
- ▣ Ask "Needs" questions
- ▣ Referrals

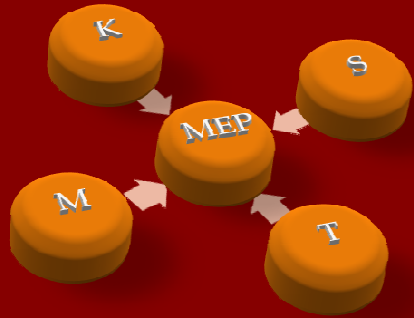
You Want to Convey...

- ▣ Establish Rapport... you want them to be your Champion!
- ▣ Demonstrate your knowledge
- ▣ Present solutions based on "Needs" questions
- ▣ Set up the interview for you to offer your services!

The End Game

#1 A Valuable Relationship

#2 A Project in your Functional Area of interest in a Company/Industry of Interest



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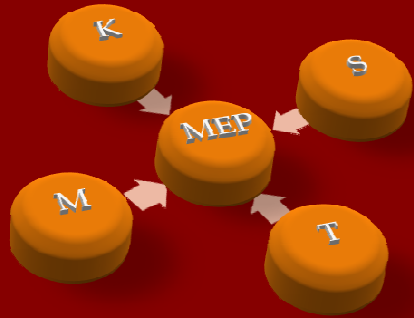
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Acing the Informational Interviewing: Be a Detective

- Discover the **Gatekeeper(s)**
 - Often Recruiters / Human Resources
- Uncover your **Champion(s) – Trojan Alumni!**
 - Your job is to convince someone to be your advocate in the company and the hiring process
- Find the **Decision Maker(s)**
- Give them the information to help your contact sell you to the decision maker / company!

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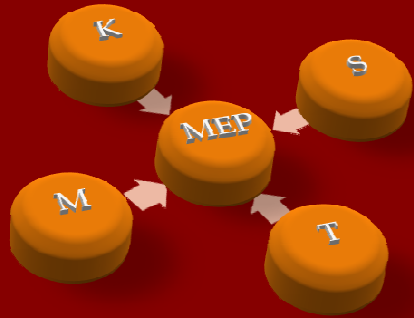


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An Investment of Time: Sample Contact Database

- Should contain the following fields
 - Company name
 - Contact name/title
 - Date of Contact
 - Resume sent?
 - Conversation summary
 - Follow up date (to do “tickler” column)
 - Referral names
- Contact Database must include any and all contacts!
- Other key points



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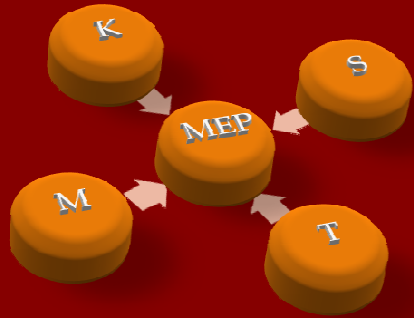
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Informational Interview Success: Close the Deal The End Game

#1 A Valuable Relationship

#2 A Project in your Functional Area of interest
in a Company and Industry of interest

- Understand the issues
- Understand the problems/obstacles/impediments
- Invent a solution based upon your skill set
- Follow Up

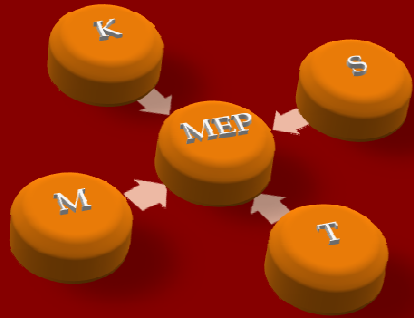


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The End Game





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Thank You!

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