

Networking, LinkedIn and Elevator Pitch Tips

Business Career Center | 114 Business Building | careerconnections.smeal.psu.edu

Networking Communication Tips:

How to start communication via LinkedIn or email:

- Introduce yourself, your major and your interests
- Establish your networking connection: What is your link to them?
Do you have a mutual connection? Are they PSU alumni? Do they work in an industry or function you would like to pursue?
- Ask for some time to ask a few questions and/or for advice
- Thank them for their time

Do:

- Research the best connection
- Know deadlines for job postings
- Utilize Smeal resources (see below)
- Keep emails short & professional
- Ask for advice or more info
- Be respectful of their time
- Be a good listener
- Follow up with a thank you note
- Stay in touch

Don't:

- Contact C-level executives
- Expect an answer immediately
- Bug contacts with frequent (weekly) communication
- Call at work without prior notice or appointment
- Immediately ask for help with obtaining an internship or job
- Expect them to travel to you to meet
- Talk about yourself the whole time

Below are resources for Smeal students on networking opportunities:

LinkedIn

Follow these tips to help you stand out:

- Use industry keywords in your profile
- Post a professional photo
- Include student leadership activities
- Consider including relevant courses in your education section
- Customize and use your profile link in your email signature
- Search for alumni in your chosen field through the Alumni portion of the Penn State University page

Smeal Career Service Interns:

CSI's are Smeal students who have been trained to help students understand the job and internship process, including resume and interview guidance. Chat with a CSI to get advice on finding internships & co-ops! To see the CSI's bios and sign up to be paired with one, visit: careerconnections.smeal.psu.edu/staff/csis!

Smeal Alumni Mentoring Program

Facilitates meaningful and mutually beneficial mentoring relationships between alumni and students. The mentoring relationship is a one-year commitment between the student (protégé) and the alum (mentor). Contact alumni@smeal.psu.edu to learn more.

Student Organization Alumni Advisor Program

Provides student organizations with a ready and willing resource to offer business insights, advice, and networking opportunities. Contact alumni@smeal.psu.edu to learn more.

Candid Careers

Allows students and alumni to discover and explore various career options through short video interviews. Students can hear from professionals, including Smeal alumni, working in a variety of industries. To access the videos, visit the website: <https://www.candidcareer.com/pennstate/?username=pennstate>

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Remember these non-verbal actions when giving your pitch:

- Make eye contact with the person 60-70% of the time
- Smile to appear friendly and engaged
- Handshake: firm, 2-3 pumps
- Posture: stand tall and confidently
- Voice: display confidence & enthusiasm

Here's some sample dialogue for the elevator pitch:

1. Introduce yourself with your name, year, major, activities, and aspirations:

"My name is Joe Smith. I am a sophomore majoring in marketing and am a member of Penn State American Marketing Association and Sapphire Leadership."

2. Say something about your knowledge/interest in the company or an interesting fact:

"I learned about your marketing internship through Nittany Lion Careers. I'm particularly interested in this because you offer social media and print marketing experiences within the marketing internship."

3. Say something about what skills you can bring to the company or what you can believe you can offer them- make sure it matches what the company is looking for:

"I believe my previous experience using social media as the marketing chair for THON plus my involvement in PSAMA will be an asset to your company in this position."

4. Ask an open-ended question that will encourage dialogue:

"Could you tell me some of the specific projects I could expect to work on in this role?"

If you are not pursuing a specific opportunity or you are an underclassmen and the company is only pursuing juniors and seniors, you can ask:

"Hi company X-I know you are not hiring freshmen/sophomores, but could you give me some feedback on what to do so I will be marketable for an internship my junior year?"

Choose your words carefully to tell your story- practice it to nail your first impression!

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2. Say something about your knowledge/interest in the company or an interesting fact:

3. Say something about what skills you can bring to the company or what you can believe you can offer them (make sure it matches what the company is looking for):

4. Ask an open-ended question that will encourage dialogue: