

Study Guide



Business

Soft Skills

Career Enhancement

**A Business Soft Skills lesson
for your career enhancement**

“Business SoftSkills Career Enhancement Study Guide”

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“Introduction to Study Guide”

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Lesson #6 “Interviewing and Business Networking”

LESSON #6 “Interviewing and Business Networking”

It has been reported that 55% of interviewers report they evaluate candidates on the way they dress, act and walk through the door. This video presents four key steps to successful interviewing. Networking is the number one method for successfully finding a job. Viewers learn six tips to successful business networking to build skill and confidence in meeting people in their related industry.

Video Lesson Timing															
VIDEO	Entire Lesson	Open	Intro	CHAPTERS									Exercise	Review & Quiz	Summary
				1	2	3	4	5	6	7	8	9			
Interviewing & Business Networking	32:53:00		1:42	5:22	3:43	2:51	2:57	:54	2:18	2:31	:59	2:53		3:21	3:19

Script

[“As Spoken” script - not edited for grammar]

INTRO

Hello, my name is Galen Guseman, and this is a soft skills video lesson on “Job Interviewing and Business Networking.” Before you can ever get a job, you must go through the interview process. And I have to tell you that not many people enjoy interviewing. It IS difficult and can be scary. But if you follow just a few rules and prepare beforehand, you’ll feel better about the entire process.

To better understand the importance of this lesson, let’s look at some statistics. Fifty-five percent of interviewers evaluate candidates on the way they dress, act and walk through the door. Thirty-eight percent base their decision on the quality of the voice, grammar and overall confidence. Another survey stated that fifty-nine percent of

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employers believe job candidates' manners have deteriorated over the past few years. There are certain rules and key points that you must know in order to present yourself in the best light during a job interview. We are going to examine the four steps to successful interviewing.

CHAPTER 1

Step number one: Prepare for the interview. As soon as you get an interview, it's important to start preparing for it before you ever walk out the door. First, use the Internet to investigate the company.

Learn as much as you can about their products and/or services as possible. It's also a good idea to read their press releases for the past twelve months to see what's happening at the organization. By looking at their job openings, you can get an idea of the company activities as well. You should also have a few questions about the company at your fingertips before you go into the interview.

Next, create an “elevator speech.” What's an “elevator speech”? It's a pitch you could give to someone in an elevator before it reaches your floor. Here is an example of an elevator speech: “I was a Corpsman in the Navy and when I got out I went to school and became a nurse's aide. After that I worked at Main Street Hospital for 5 years while studying to become a registered nurse. In 2005 I got my RN certification and started a new job at the Veterans hospital and have been working there ever since.” The elevator speech is a great response to the generic question, “Tell me about yourself.” A lot of recruiters will ask it just to get you talking.

Preparing for an interview is like studying for a test. So it's important to develop answers to the questions that will be asked of you in an interview. You want to be able to answer a question with an example of your experience. For example, if the interviewer asks, “Do you have any supervisory experience?” your prepared answer may be, “As a matter of fact I do. When my supervisor went on a 2 week vacation, he left me in charge of the entire department.”

You should prepare your “experience stories” for the types of questions they'll ask you. These “experience stories” should consist of the following; the problem, the challenge or situation that you faced, and how you handled it and the outcome.

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It is best to have one story for each key element of responsibility. Practice makes perfect, so write these stories down. Remember, keep them short and memorize them so they'll be readily available when needed.

The Study Guide for this video will have a list of sample questions for interviewing. Practice answering these interview questions out loud with a “story” to support your answer, and never just answer with a “yes” or “no.”

One more thing, our staff have been asked, “How do you respond to the question, ‘So, what are some of your weaknesses?’” The best way to respond to this is to turn a negative into a positive. For example, you could say, “I used to have a problem getting to work on time. But I found out by getting up JUST ten minutes earlier, I would always be on time.” You just changed a negative into a positive. I had a weakness, but I found a way to correct it. You answered a tough question and ended it with a positive twist.

Now, let's talk about what you should bring to your interview. Bring a notebook or paper to take notes. Have three or four extra copies of your resume. Why? Because the person meeting you may not have had time to print your resume. Also, bring a couple of copies of your references.

Know where the company is located and how to get there BEFORE you leave for the interview. Make sure you bring the contact name and phone number in case you get lost or get tied up in traffic. If you have a tendency to get a dry throat, bring your bottled water.

You should always dress properly for an interview. Eighty-seven percent of employers say that the candidate who does not dress properly, is usually dropped to the bottom of the call back list. If you don't know the dress code for the company, you can call and ask. The best bet is to always dress UP. Make sure your clothes are clean and pressed. Never wear too much jewelry, perfume or cologne. Keep away from anything that's not mainstream such as nose rings, chin piercing and eyebrow or tongue rings. And unless you are auditioning for a rock band, don't come in with any type of wild hair style.

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CHAPTER 2

Step number two: Make a good impression. It's important to arrive 10-15 minutes early. You never want to keep an interviewer waiting. If you are going to be late, call and let them know. The worst way to start an interview is to be late and not call in.

Here are some key points to make a good first impression. When you first meet the interviewer, make sure you look into their eyes, smile and give them a firm handshake. Always use their name like, “Thank you for seeing me today, Mr. Jones.” Make sure you watch your Body Language and any other Non-Verbal Communication.

Don't cross your arms. Always sit up straight, lean slightly forward in the chair and nod when appropriate. Don't slouch or lean back. Speak in a clear and audible voice. Be sure to maintain eye contact and always be engaging. 'No one wants to interview someone who responds with a single word answer.

Use your prepared stories at the proper times to answer the questions. This will show the interviewer that you have experience in these key areas. Make sure to listen closely and answer ALL the questions that are asked. If you don't know the answer, just say so. Never try to “fake it” or lie because it will come across as such.

There are things that you should NEVER do during an interview. Don't fidget or touch anything on their desk. Never yawn or look at your watch at anytime or look bored. Don't smoke, chew gum, swear or use slang at anytime. Never appear overly nervous or rushed. And stay away from saying anything negative about your past employers. You don't want to come off as a disgruntled employee, even if you were not treated properly.

NEVER answer your cell phone during an interview. Turn it off or, better, just leave it in your car. You don't need any distractions. Any of these things will give your interview a negative slant. You must always be positive and up-beat.

It's important for you to ask questions during the course of the interview process. It's best for you to wait until the end of the interview to do this. A typical question to ask the interviewer might be, “So, what did you do?”; “What do you like?” and, “Why do you work for this company?” You can also ask about the corporate culture of the organization. Never ask about salary or benefits during the first interview.

And never, EVER ask a question that's already been answered. That will appear like you're not listening properly.

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It's easy to forget names during this nerve racking interview process, so ask for business cards from everyone with whom you have conversations. You also want to send thank you notes to those key people that you met, and you really want to make sure you spell their names correctly.

CHAPTER 3

Step number three: Present a quality interview. The primary reason for an interview is to match your education and experience to the job opening. In the process, you want to impress the interviewer with your problem solving capabilities. When listening to the description of the job, think about the experience and education that you have that would fulfill it. Present a problem that you had, how you approached it, how you solved it and what the end results were. This can be either from your work history, class projects or assignments. Also keep your story relevant to the job description and the needs of the company.

If you don't have any direct experience in a particular area, say so and then explain how you would approach the problem with the experience that you do have. Never try to fake it. If you do, it'll be very obvious even to a junior recruiter. Always be honest and open about your abilities.

Now, let's talk about something called “chemistry.” It is important that you and the hiring manager have the proper working “chemistry.” It is not something that you can control, it just happens. Some people get together and just CLICK, while others don't. They may not dislike you; there may just not be a good chemistry between you. Neither one of you wants to make a “hiring” mistake, so if you have any bad “gut-feelings” about the relationship, say so and see if it can be worked out. If not, just move on to another company.

During your interview you want to be engaging and positive without being overly aggressive or continually taking over the conversation. You want to show that you're a team player and not a maverick that will not follow orders. You need to be able to fit into the corporate culture. What is corporate culture? The corporate culture is best defined as the attitudes, experiences, beliefs and values of an organization. There may be a strict dress code or they may expect everybody to put in extra hours. Every company is different and you should always ask about the corporate culture.

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CHAPTER 4

The fourth and final step is the follow-up and self-analysis. During the interview you need to find out WHERE they are in the interview process. Are they just starting the interview process? Are you the last person being interviewed? Next, you need to know WHAT the next step is for you. Do they go through a two step interview process? When do they plan to contact you? This will give you an idea of how close they are to making a decision and when to contact the company if you don't hear from them.

After you leave the interview, do a self analysis and write down any questions that you had problems answering, along with anything that you felt you did incorrectly during the interview process. Find out if you need to add to your list of “experience stories” or change any that you used. If you don't get this job, you want to improve your interviewing skills for the next interview.

Be professional and follow-up the interview with thank you notes via a letter or email. By picking up business cards during the interview process, you'll have the correct spelling of the names along with email addresses.

It's very important that this communication is treated as a business communication and that there are no typos, spelling errors or grammatical mistakes. Don't use abbreviations such as IMHO, In My Humble Opinion, or TTYL for Talk To You Later. Your level of professionalism will be reflected in your communications. If you forgot to tell the interviewer a key point about your background, the thank you note is a good place to do so.

By the way, for more information on effective emails see our Business SoftSkills video titled “Business Email Essentials.”

Companies get busy and the interview process sometimes becomes sporadic. So you may not hear from the company when they said someone would contact you. Wait a day or two after that date then contact them via email. If you still don't hear from them in another week, send one final email requesting the status of the job search. After that, quit communicating. You don't want to become known as a nuisance. Move on to the next job interview. In fact, you should never stop the job searching process until you have an acceptable job offer in your hand.

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CHAPTER 5

CASE STUDY #321

Now let me give you a case study. A hiring manager in an aerospace firm had interviewed a young man, by the name of John, for an Assistant Product Manager position. The interview went very well and the hiring manager had added John to his short list and was going to schedule him for a second interview. A few days later, after the interview, however, he got a “thank you” email from John. It was a very unprofessional email sprinkled with acronyms, no punctuation and “happy faces.” The hiring manager told HR he couldn’t have someone like that communicating with customers and immediately sent John a rejection letter. To this day, John still probably doesn’t know what he did wrong.

CHAPTER 6

Now let’s look at an example of an interview. Kyle has an interview with Acme Industries today. Let’s look and see what happens.

Interviewer: Hi Kyle. My name is Bob Shaw.

Kyle: What’s up?

Interviewer: Did you have any problems finding the company?

Kyle: No.

Interviewer: So do you know anything about us?

Kyle: Not really.

Interviewer: Well, you said you were interested in our opening in Customer Service?

Kyle: Yeah. Yeah, I guess.

Interviewer: Do you have any experience in Customer Service?

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Kyle: A little.

Interviewer: Okay, well, thank you very much for coming in today.

Kyle: Yeah. (Mumbles and gets up and walks off set)

Galen: Wow, that didn't go well at all did it? Did you see all the things he did wrong? We had Kyle watch this video, gave him a little coaching and a couple of mock interviews and sent him back for another interview. Let's see how he does this time.

Interviewer: Hi Kyle. My name is Bob Shaw.

Kyle: Very nice to meet you, Mr. Shaw.

Interviewer: Thank you! Did you have any problems finding the company?

Kyle: Not at all. I live close by so I drive by all the time.

Interviewer: Great. So, what do you know about us?

Kyle: I checked out your organization on the Internet and you guys are building a new wing, right, due to a new contract. That's exciting!

Interviewer: Yes, it is. That's actually why we are opening some new positions. Are you are interested in a position in Customer Service?

Kyle: Yes, very much so! I think it would be a really good opportunity for me.

Interviewer: Okay. Do you have any experience in Customer Service?

Kyle: I do. It was only for 8 months but, in my last job, I filled in for somebody who was on leave of absence and I had a lot of fun.

Interviewer: Very good. Well, let me call the Customer Service manager and see if he can talk to you.

Kyle: Great!

Galen: How do you think the new Kyle did? Did you see he was dressed better. He gave the interviewer a good firm handshake and didn't slouch when he sat

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down. He looked at the interviewer and nodded from time to time when he was talking. He was engaging and answered all the questions.

I'll bet he got that job! Good work, Kyle!

CHAPTER 7

Now, we're going to discuss business networking. So, what is business networking? It's swapping information, leads and other pertinent data with other business people. In his book, 'Talent Balancing,' Jim Stedt wrote, "The number one method to get a job is 'word of mouth,' and using business networking is essential to do so..."

So how do you start your own business network? When you're working in a company, there'll be some people that you will work well with. Make sure you start your business networking list by getting home phone numbers and email addresses from these people. When you're looking for information, employment or references in the future, these people will be invaluable.

During your career, you'll also attend seminars, industry association meetings, and even mixers called networking meetings. This is a great opportunity to expand your business networking list, but tougher to do so, so we have put together some ideas for you.

According to an article in Psychology Today, "48 percent of people identify themselves as shy" and even if you don't consider yourself shy, business networking is difficult.

It's challenging to walk into a room full of strangers and start a conversation. So, let's begin with how to prepare for a business networking meeting. Make sure that you have plenty of business cards with you. If you're not working, create your own business cards with your name, title, email address and phone number. Also, take a small note book to jot down any notes.

Remember to dress for success. You want to look professional. Use your "elevator speech" we discussed earlier in this video in order to describe what you do and how you do it, and what you are looking for. Your objective is to meet NEW people and also to try to assist other people with information during these sessions.

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CHAPTER 8

CASE STUDY #322

Let's look at a case study in business networking. Michael was about to graduate from college when one of his instructors organized a dinner networking gathering. When Michael got there he saw some of his other people in his class in a corner of the room, so he went over to talk to them. He was introduced to the well known local business people as they arrived for the meeting. But Michael, however, never mingled or did any type of business networking during the entire night. He just stayed and talked with his friends. Even at the dinner he sat with his classmates. He had this excellent opportunity to meet prominent, local business leaders at the gathering but took the “safe” path of staying around his friends. Michael did not understand the concept of networking, of meeting people he would have never have another chance to talk to again.

CHAPTER 9

Here are six tips to help you become successful at Business Networking.

Tip number one is: Get to the events early. before most of the crowd shows up. This will give you a chance to start conversations with some of the organizers of the event and give you a chance to talk to people in a smaller crowd and quieter setting.

Tip number two: Be positive and approachable. Make eye contact with others and smile. Don't just stay in the corner by yourself but approach others. Always offer a handshake as you give your name. Have a positive demeanor and don't talk about negative things. Always be cheerful and upbeat.

Ask questions when you first meet someone is tip number three. You need to get people to talk about themselves and their businesses. Make them the center of your attention and go with the attitude of getting information about others. Always ask how you can be of help to them.

Tip number four is: Listen to conversations before you speak. Get a feel for the discussion and then contribute when it seems right. Never be pushy or try to dominate the conversation.

Don't try to sell your products or services is tip number five. When you are attending business networking meetings, you're trying to build relationships, not sell. When someone asks what you do, that doesn't mean they want a sales presentation. Once

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you have established a relationship, they will typically approach you when they need your product or service.

Tip number six is: Establish connections. The primary goal of Business Networking is to establish new business connections. It's important to collect business cards and take time to make notes about the person such as physical description, key information about them and/or their business. Remember to add these contacts to your networking list and keep in touch with them from time to time. People do business with people they like and trust. It's important to use business networking meetings as an opportunity to get to know people and find out how you can help them. In turn, they will want and try to help you.

Lesson #6 *“Interviewing and Business Networking”*

Review and Quiz

Questions in **BOLD** answers underlined

Now it's time to get a pen and paper out. We're going to see a review and then have a quiz on “Job Interviewing and Business Networking.” Occasionally you’ll see a slide with a missing word or multiple choice questions. You’ll have eight seconds to write the answer before it appears on the screen. You ready? OK, good luck. And here we go into the Review and Quiz portion of “Job Interviewing and Business Networking.”

Step #1

Prepare for the interview

- Investigate the company
- Practice answering interview questions
- Take a notebook

Step # 2

Make a Good Impression

- Arrive early
- Maintain eye contact
- Watch your body language

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55% of interviewers evaluate candidates on:

- A) The way they dress, act and walk through the door
- B) How tall you are
- C) Your political affiliations
- D) All of the above

Step # 2

Make a Good Impression (con't)

- Always be engaging
- Answer all the questions
- Do not fidget or look board
- Never say anything negative about your past employers
- Ask questions
- Collect business cards

Step #3

Present a Quality Interview

- Match your experience with the job
- Tell how you have solved problems with results
- Be engaging and positive

Lesson #6 *“Interviewing and Business Networking”*

Step #4 is Wrap-up and Analysis

- Find out the next step after your interview
- Write down any problem questions
- Send thank you notes

**During your interview,
always get
BUSINESS cards from
the interviewers**

Business Networking Tips

- Start a networking list of people you like
- Keep in touch

Prepare for business networking meetings

- Have business cards
- Take a small notebook
- Memorize your “elevator speech”

Six tips to help you with Business Networking

- Tip #1 Get to events early

Lesson #6 *“Interviewing and Business Networking”*

- Tip #2 Be positive and approachable
- Tip #3 Ask questions when you first meet someone

Which statement(s) are true?

When attending networking meetings:

- A) Arrive late and make a grand entrance
- B) Be the center of attention
- C) Always arrive early

- Tip #4 Listen to conversations before you speak
- Tip #5 Do not sell your products or services
- Tip #6 Establish key connections

True or False

Business networking will

help your career, but you

must make an effort to assist others

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SUMMARY

For some of you that have never had a full time job in your industry, you'll find out that it is very different than school. Business is very competitive. Here is one way to think about it. Imagine your school only allows one “A,” two “Bs” and the rest “Cs.” That's how business operates. Not everyone gets promoted. Not everyone will get good salary increases. That's reserved only for the top performers.

To be a top performer, you must produce quality work, within the given time frames while working well with others AND you must be consistent.

Learning soft skills will help you achieve these goals. Everyone will have to go through the interview process and if you apply these key steps and tips, you'll have a better chance of getting that job. Using this information, you can stand out among all the other candidates. Your career success may depend on your ability to interview and your business networking capability.

Remember, these techniques have been proven and they work in the business world today. It's essential that you learn and use this information. When you do, you'll be able to impress potential employers with your interviewing skills and assist others with your business networking.

I'm Galen Guseman, your Virtual Mentor. Good luck! And thanks for watching!

Lesson #6 “Interviewing and Business Networking”

Lesson #6 “Interviewing and Business Networking” Test

True or False

- 1- 59% of employers believe that candidates’ manners have improved recently ...T or F

- 2- Research the company AFTER your interviewT or F

- 3- You can only use “elevator speeches” in elevatorsT or F

- 4- According to a recent survey, 87% of candidates dress properlyT or F

- 5- Always keep the interviewer waiting because you do not want to appear too
anxiousT or F

- 6- The concept of “body language” is not important during an interviewT or F

- 7- Never answer your cell phone during an interview.....T or F

- 8- Never ask about salary and benefits during the first interviewT or F

Lesson #6 ***“Interviewing and Business Networking”***

- 9- Use your memorized success stories to answer questions about your abilitiesT or F

- 10-Always be engaging and assertive without being aggressiveT or F

- 11-Always follow-up the interview with a thank you noteT or F

- 12-If you don't hear from the interviewing company, keep calling until you get an answerT or F

- 13-It is a good idea to call the interviewer at home if you don't hear from them.....T or F

- 14-Business networking is never difficultT or F

- 15-Get to events early when doing business networkingT or F

- 16-Be positive and approachable at networking meetingsT or F

- 17-Dominate all of the conversations at networking meetingsT or F

- 18- When networking, ask questions when you first meet someoneT or F

Lesson #6 *“Interviewing and Business Networking”*

19-You should never use your “elevator speech” at business networking

Meetings.....T or F

20- The number one method of finding a job is via the InternetT or F

Lesson #6 *“Interviewing and Business Networking”*

Answers

1- 59% of employers believe that candidates' manners have improved recently

FALSE

2- Research the company AFTER your interview

FALSE

3- You can only use “elevator speeches” in elevators

FALSE

4- According to a recent survey, 87% of candidates dress properly

FALSE

5- Always keep the interviewer waiting because you do not want to appear too anxious

FALSE

6- The concept of “body language” is not important during an interview

FALSE

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7- Never answer your cell phone during an interview

TRUE

8- Never ask about salary and benefits during the first interview

TRUE

9- Use your memorized success stories to answer questions about your abilities

TRUE

10- Always be engaging and assertive without being aggressive

TRUE

11- Always follow-up the interview with a thank you note

TRUE

12- If you don't hear from the interviewing company, keep calling until you get an answer

FALSE

13- It is a good idea to call the interviewer at their home if you don't hear from them

FALSE

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14- Business networking is never difficult

FALSE

15- Get to events early when doing business networking

TRUE

16- Be positive and approachable at networking meetings

TRUE

17- Dominate all of the conversations at networking meetings

FALSE

18- When networking, ask questions when you first meet someone

TRUE

19- You should never use your “elevator speech” at business networking meetings

FALSE

20- The number one method of finding a job is using the Internet

FALSE

Lesson #6 ***“Interviewing and Business Networking”***

QUICK REFERENCE CARD

[See next page]

The Quick Reference Cards for this lesson are located on the next page. These cards provide the rules and key points of this lesson.

The Quick Reference pages can be printed on a heavy card stock then cut into individual cards for easy access. They can also be printed in the 8 ½ x 11 format and laminated or put into a notebook .

Use them whenever you need a quick referral to key points of this lesson

Four steps to successful interviewing

Interviewing/Networking

Lesson 6 Level One

1. Prepare for the interview
2. Make a good impression
3. Present a quality interview
4. Follow up and self analysis

Six Ideas for successful Business Networking

Interviewing/Networking

Lesson 6 Level One

1. Take plenty of business cards
2. Take a small notebook
3. Dress professionally

Six Ideas for successful Business Networking

Interviewing/Networking

Lesson 6 Level One

4. Use your “elevator speech” to introduce yourself
5. Objective #1 - Meet NEW people
6. Objective #2 - Assist other people with information

Six Tips to become successful at networking

Interviewing/Networking

Lesson 6 Level One

1. Get to the events early
2. Be positive and approachable
3. Ask questions of new people

Six Tips to become successful at networking

Interviewing/Networking

Lesson 6 Level One

4. Listen to conversations before you speak
5. Don't try to sell your products or services
6. Establish connections