

STRATEGIES FOR INTERACTING WITH EMPLOYERS

Before...

You may have to wait in line before interacting with an employer, so plan wisely!

- Devote your time to those employers you are most excited to meet.
- Devise your strategy of who your highest priority companies will be before entering the event.
- Practice the elevator speech you prepared and plan to approach each employer with this introduction along with a firm handshake.

Elevator Speech:

As a refresher, an elevator speech (also known as an introductory speech or a 30-second pitch) allows you to introduce yourself, demonstrate your interest in the organization they represent, and provides the listener with a snapshot of your most related experiences. An easy format to follow for your own elevator speech would be:

“Hi! My name is _____ and I will be graduating in May 20xx with my (degree) in (major). At Jefferson, I’ve had the opportunity to develop (highlight a relevant skill here) in (discuss the context of how you developed that skill). In addition, (highlight an experience you’ve had in the work force that helped you develop industry-related or transferable skills). I believe this combination of experiences offers a great start to a professional position. I am interested in obtaining (a full-time position/an internship doing what?) with your company. I am interested in talking further with you about how my skills and experiences might be compatible with your organization.”

During...

Approach the employer’s table, look them in the eye, firmly shake their hand, and deliver your introduction with a smile.

- Direct the conversation, strategically discuss how your experiences fit with what you know about the organization.
- Transition to discussing your projects that are relevant to their organization and the industry-related skills you’ve built by completing them.
- When you are ready to move on, close the conversation (shake their hand and say something like, “It was a pleasure meeting. I would like to offer you my resume that fully details my relevant experiences. Do you have a business card that I may have?”).
- In between this interaction, flip the business card over and write some short notes about the conversation you had with the representative.

After...

Be sure to send a thank-you note (via email) to each employer you interacted with during the event within 48 hours. Reference your conversation, reiterate your interest in the organization they represent, and thank them for their time. For example:

Dear **Name of Employer**,

Thank you for meeting with me yesterday at **Name of the Event**. I enjoyed learning more about your **Name of Role** position and the new direction **Name of Company** is taking and I want to reiterate my interest in the position. I believe that my internship experience along with my group project experiences makes me an excellent candidate. In addition, I am excited about the opportunity to work with a dynamic company that continues to grow and has plans to expand its use of design innovations and community support into their business plan. I strongly believe that I could be a valuable asset to the department and would welcome the chance to be part of the growth. If you have any further questions or concerns please don’t hesitate to contact me at, **555-555-5555** or **email@youreemail.edu**. I look forward to hearing from you.

Sincerely,

Your Name