AGENDA

- Researching Companies
- Identifying Contacts
- Your 30-Second Pitch
- The Informational Conversation
- Rising 2nd Year Panel
Researching Targeted Companies

- Company Positioning
- Market Perspective
- Recent Developments
- Role Research
IDENTIFYING CONNECTIONS

- Begin to build your list now. Think of the people you know and consider the circles they travel in and who they may encounter in their daily lives.

- Former Employers
- Past Associates
- Friends & Relatives
- Neighbors
- School & College Friends
- Faculty
- Professional Organizations
Your 30-Second Pitch

Your #1 goal when exploring industries and professions is to make it as easy as possible for the listener to help you.

Be Succinct: 30-45 seconds

Be Clear: Know your audience

Be Passionate: Make yourself memorable

Name Names: Referral names, target lists

Ask for Help: Close with a call to action

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The Informational Conversation

- Once you identify the appropriate contacts, meeting with them is a 4-step process.
- The first 3 steps will guide you from making initial introductions through meeting with key people.
- The 4th step is an on-going activity that helps you maintain these relationships.

The 4 Info Conversation Activities:
- The Approach Email / Phone Call
- The Informational Meeting
- Thank You!
- Follow-Up
The Approach Email

- Emails offer an opportunity to present yourself in a clear, concise manner.
- They preclude the possibility of betraying nervousness that we have when speaking to someone for the first time.
- They let you put your best foot forward when making initial contact.
- NEVER attach an unsolicited resume to an Approach Email!
The Approach Email

Dear Ms. Spelling,

Ed Jukate, whom I know through Rotary International, recommended that I contact you. He suggested that your thoughts and ideas regarding the medical device industry could be helpful as I continue researching my career options, one of which is the financial area of medical devices.

I am currently a 1\textsuperscript{st} year MBA student at Boston University Questrom School of Business. My professional experience is in financial operations, including over 4 years with ABC Company and XYZ, Inc., performing multiple financial functions and cost-saving analytics.

Please let me know if you would have 20 minutes to either meet or speak via phone in the next few weeks. I look forward to hearing from you!

Best Regards,

Student

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The Approach Phone Call

- A telephone call may be an alternate first step for people you already know.
- It is also a necessary follow-up step after an Approach Email if you have not received a response within 10 business days.
- It’s a great way to keep in touch as you build relationships throughout your career.
- Your words must be well chosen beforehand and your delivery practiced and polished – prepare, prepare, prepare!
The Approach Phone Call

“Hello, this is Student calling. I was a co-worker of Ed Jukate’s at ABC Company before starting my MBA at Boston University, and he suggested you might be willing to speak with me informally about your role as a financial analyst. I am researching a variety of career paths and hoping we could find a time to either meet, or have a phone conversation, for 20 minutes at your convenience. My phone number is…and my email is….”
Preparing for the Meeting

- Research – company and contact
- Familiarize yourself with industry jargon
- Consider what type of advice will better inform you as a candidate
- Prepare 10-15 questions for a 20 minute meeting
The Informational Conversation

- Your opportunity to convey information about yourself is maximized when you can meet in person
- Remember, you requested the meeting, and controlling the content is your responsibility
- Following a 5-layer structure will ensure a logical flow and help you to maximize the amount of time you have

- ✔ Build rapport
- ✔ Present your background
- ✔ Information exchange
- ✔ Ask for specific referrals
- ✔ Thank you and next steps

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Thank You!

- Saying “thank you” is an easy and important step
- At the end of the meeting, tell the contact what your next steps are, including asking for permission to stay in touch
- Write a thank you note within 12 hours of your meeting
Follow-Up

- Follow-up is an on-going activity that keeps you connected to your contacts.
- It continues as you meet with individuals to whom you were referred by the contact.
- Keep your eyes open for articles and information that may interest your contacts.
Panel

- Kate (Molbert) Martin – Sr. Advisory Associate Intern, PricewaterhouseCoopers
- Adam Mullen – Product Management Intern, edX
- Ed Krafcik – Strategic Partnerships Lead, Soofa
- Kate Wesche – MBA Marketing Intern, Bayer Healthcare