



The Career Center

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POWER GREETING

Throughout your job campaign, you will be faced with situations where you will need to introduce yourself to people who don't know you. The statement you make at this time is known as your **Power Greeting**. Sometimes that introduction will occur on the telephone and sometimes face-to-face. What you say at that moment will set the tone for the rest of your interaction. It is clearly in your best interest to control this introduction and advance preparation is the key.

A Power Greeting is like a "30-second commercial" and is composed of three distinct parts:

- 1). Your Education, Certifications and Work Background (Who you are)
- 2). Your Strengths (What do you do best)
- 3). Your Accomplishments (Quick quantified examples of what you have done)

YOUR BACKGROUND

Briefly state your recent *education, Certification and work* background. The statement should include:

Most recent job title and place of employment

Number of years you worked there, or number of years in the field,
whichever is most appropriate.

Highest degree earned and school where degree was received UNLESS you do not have the education typically required to get into this field.

Don't cover specific work tasks and/or responsibilities, save that for the Strengths portion.

Example:

"Good morning, Mr. Smith, My name is Fred Wilkins, I was with Edward D. Jones for the last 4 years as an Investment Analyst. I have an MBA from Northern Arizona University."

YOUR STRENGTHS

Put yourself in the shoes of the prospective employer. What does he or she need you to do? What do you like to do best? What are you best at doing? If you having trouble thinking in these terms, describe those aspects of your most recent job which you liked doing the best.

Try to use the 3 tasks that are likely to be the most significant to this employer.

Example:

"I have been very effective in improving cash management procedures, insuring compliance with federal regulations, and managing customer accounts."

YOUR ACCOMPLISHMENTS

Accomplishments consist of concise examples of work tasks successfully completed that show the results of your efforts. An accomplishment statement is like bait. It gets the prospective employer's interest without necessarily taking the time to tell the whole story. Most of us have "successfully completed" activities that had a positive impact on the organization. So much so perhaps, that we often fail to recognize them as significant accomplishments worthy of being mentioned. These accomplishments are tangible evidence that you are a qualified, effective worker who is able to utilize particular skills to produce results.

Review any accomplishment exercises you may have completed previously and choose the **two** accomplishments that are most likely to catch their attention. Quantify your examples using dollars, time, percentages of increase or decrease, or cost reductions, as much as possible.

Example:

"Let me give you a couple of examples of my accomplishments this year. I was able to increase the sales of stocks in the environmental group by 16% over last year and I increased cash flow from all my accounts by 28%.

PUTTING IT ALL TOGETHER

A Power Greeting then utilizes Background, Strengths, and Accomplishments to help you put your best foot forward. Keep the introduction short, concise, not more than a minute long and as close to 30 seconds as possible. Here is an example of a completed **Power Greeting**:

(BACKGROUND) "Good morning, Mr. Smith, My name is Fred Wilkins, I was with Edward D. Jones for the last 4 years as an Investment Analyst. I have an MBA from Northern Arizona University. (STRENGTHS) I have been effective in providing efficient financial analysis, insuring compliance with federal investment regulations, utilizing strong interpersonal communication skills, and making accurate forecasts, especially in the bond market. (ACCOMPLISHMENTS) As an example of my success in the field, I maintained an 18% return on investment for my clients through the recession of the early 90's and I increased my client load by 35%."

NOW IT'S YOUR TURN. In the following boxes, write three very short paragraphs of the exact words you want to use for your Power Greeting.

(BACKGROUND)

(STRENGTHS)

(ACCOMPLISHMENTS)