



## **The Career Center**

East Carolina University  
701 East Fifth Street  
Greenville, NC 27858-4353  
Office: 252-328-6050  
Toll Free: 800-391-0506

### **MAKING NETWORKING CALLS TO PERSONAL TARGETS**

#### **CALL PLANNING AND OBJECTIVES**

- 1st Objective:** Discover a need, challenge, or problem at their company.
- 2nd Objective:** Arrange a meeting at their place of employment.
- 3rd Objective:** Get a referral to others inside or outside the organization who may be able to advance your campaign.
- 4th Objective:** Gather additional intelligence that advances your campaign.

#### **USE AN APPROPRIATE INTRODUCTORY APPROACH**

It is important that you spend time renewing your relationship with your Personal Contacts because their willingness to help you is motivated by that relationship. Don't be in a hurry to get on with questions you have prepared. Spend time updating them on the changes in your life and show an interest in the new events in their lives.

#### **POWER GREETING**

Start by giving them your Power Greeting followed immediately by an open-ended question about the industry (i.e., "What would you say is the greatest challenge facing your industry today?")

#### **GATHER INFORMATION**

Ask open-ended questions that probe into the needs, challenges, and problems of :

- First** the industry,
- Second** their company, the division/department that interests you,
- Third** specific business aspects, issues or concerns that relate to your area of expertise.

As you identify issues, give SACs as examples of how you could help address those issues followed by another open-ended, industry specific probing question. Use Vault Poles and Power Closes as appropriate.

## **ASKING FOR A MEETING**

If your Targeted Personal Contact is a decision-maker, ask for a meeting to further discuss ways in which you could help meet their needs, or solve their problems (i.e., "You've been most helpful and really stimulated my thinking. I'd like to get together with you to talk further about these issues.") **Hold off asking for referrals** until you see where your meeting goes.

If your Targeted Personal Contact is not a decision-maker, ask for a meeting at their place of business to give you a chance to see the facility and have the opportunity to be introduced to decision-makers (i.e., "You've been most helpful and really stimulated my thinking. I'd really like to come by and see where you work.")

When setting an appointment with someone, don't ask IF you can get together, ask WHEN would be a good time to meet (i.e., "What's your schedule like later this week, would Thursday or Friday be better for you?")

## **ASKING FOR REFERRALS**

Now that you have demonstrated an interest in the company, your objective is to generate contacts within the company to others who can advance your campaign. Ask your Targeted Personal Contact for referrals to decision-makers or other contacts they may have within the departments that interest you.

Ask first for referrals to others within the industry (i.e., "If you were me, who would you contact to begin exploring opportunities with other companies in this field?")

Then ask for contacts at specific companies (i.e., "Some of the companies I'm interested in include: Monsanto, Anheuser Busch, Ralston Purina, or PET Foods. What contacts do you have at any of these companies?")

Ask for contacts who might know someone in the companies that interest you. (i.e., "If you were trying to generate a contact at Old Vienna, who would you call who might know someone there?")

## **DON'T GIVE UP CONTROL OF THE REFERRAL PROCESS**

Since you are asking for help from your friends, it is common that they may want to make the calls, or pass out your resume for you. Unfortunately, when that happens, you have no way to control what is said about you, or no way to know if the contact is made. Instead of giving up control, tell your Targeted Personal Contacts you appreciate their help, but the best thing they could do is to invite you down to their facility and introduce you personally. That way you can control the impression you make to some extent.

If they choose not to do that, **DO** ask permission to use their name when you make contact with the referrals (i.e., "Would it be alright if I used your name when contacting them?")

## **DON'T FORGET TO ASK FOR ADDRESSES AND PHONE NUMBERS**

Asking a Targeted Personal Contact for the names and addresses of referrals saves you time and effort and will often tell you something about the type of relationship that exists between your Targeted Personal Contact and the referral. That information will make it easier to develop rapport with the referrals.

**LET THEM KNOW YOU WILL KEEP IN TOUCH  
THROUGHOUT YOUR JOB SEARCH CAMPAIGN**

You will probably want to contact your Targeted Personal Contacts at several points throughout your campaign. You will feel less self-conscious about calling them several times if you get their permission to do so from the very beginning (i.e. "Would it be alright with you if I kept you informed throughout my campaign on how things were going?")