Gaining and Holding Informational Interviews

How to get yourself “In the drawer”
Getting a Meeting

- Use your network for a referral
- A “warm hand-off” is the best
- An introduction works, too!
- Make a phone call to arrange a time and place
  - Office is best
  - Have several times available
Preparing for success

- Resume up to date?
  - If not, get it right!
  - If so, send it before the meeting
- Cover letter (email) to set the stage
  - Thanks for your time
  - What to talk about
  - Your resume
  - Not asking for a job!
Meeting Prep

- Research the industry
- Research the company
- Prepare questions
  - Current and future state of the industry?
  - Current and future state of the company?
  - What things are being done to maximize the business or minimize the problems?
What are you attempting to discover?

- Problems......
  - To which you are the solution!
  - Which indicate why you don’t want to work there

- Opportunities
  - For future business with others
  - For business with you
Meeting Day

- Dress professionally
- Get to the “area” 15 minutes early
- Be exactly on time to your appointment
- Have 2 copies of your resume with you
The Meeting

- Introductions
- Take Charge!
  - Thanks for the time
  - Lay out the agenda
  - Promise not to ask for a job
  - Ask if this sounds okay with them
- What if it isn’t?
Agenda

- Elevator speech
- Industry overview
- Company overview
  - Is this company typical of others in the industry?
- Resume Review
  - What one thing stood out? Why?
  - What positions am I qualified for in this industry?
  - How do I go about securing one of those?
The Wrap Up

- When the time you secured is up, begin collecting your things
- Thanks again for the time
- May I contact you again?
What questions do you have?

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