

30 SECOND COMMERCIAL WORKSHEET

Use the template questions below to help you plan out your introductory statement. Think about the different ways you could use an introductory statement (i.e., at career fairs, at networking events and social functions, to answer the “tell me about yourself” request in an interview, or to introduce yourself at a meeting or conference) and plan out possible introductory statements for each.

Who am I? What do I offer? What field or industry am I in?

(Ex: Hello, my name is (name). I have been in the energy services for the last 5 years.)

Why am I talking with you?

(Ex: Referral’s name) suggested that I speak with you. / I’ve been trying to meet you.)

What is my objective? What need or issue does the employer face and what problem can be solved?

(Ex: I am interested in advancing my career in operational management.)

What are my strengths?

(Ex: I have five years management experience and will complete an MBA degree in May. I have been effective in problem solving, collaboration, leadership, and increasing profit margins.)

How did I achieve these strengths?

(Ex: I developed these skills in a variety of positions with XYZ company prior to my graduate program. In my MBA program, I focused on Operations and Supply Chain Management.)

What are my passions?

(Ex: I enjoy working with a team to improve processes and solve difficult problems.)

How do these apply to your company / industry / location? What are the main contributions I can make?

(Ex.: I am confident my abilities to assist an organization improve its operational processes, reduce costs, and achieve its operational objectives.)

What is my unique selling proposition? What benefits can employers derive from my skills based on my proven accomplishments?

(Ex: I am sure my international experience and bilingual fluency would allow me to assist company / industry / location in developing their plants in X country.)

End with a Question: What do you think about...? Can we set a phone appointment to discuss the issue of...? May I set a 20 minute appointment to discuss your career and how you have succeeded in your field?

Put it all together, reduce the number of "I" uses, and rehearse it until it sounds natural and unscripted.

Example

"Hello, my name is Jaime Smith. I am a full-time MBA focused in Corporate Finance. I spent the last three years working on projects with ConocoPhillips and a small energy company that increased their efficiency of work flow. This year I will be working on several energy finance cases and I would like an opportunity to apply that knowledge in a finance internship with your organization. I noticed that Z Company had a Finance Internship posted on Bauer's Gateway. Can you tell me more about what you are looking for in a candidate?"