

Perfecting Your Pitch

for Networking, Interviews, and
On-the-job Success

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Your Pitch is for..

- Networking, interviews, informational meetings, sales meetings, surprise encounters
- Answers to “what brings you here” “tell me about yourself” “why should we hire you”
- Making a memorable impression that differentiates you



Pitch Versions

At Work

Five Second

Voice message, or cold-call

20 Second

Networking, info. Meetings (“why don’t I remind you of my background...”)

30 Second

Interviews (“tell me about yourself/your background” “Why should we hire you”)

Two Minute

Organizing your Two Minute Interview Pitch

- 1.5 to 2.5 minutes in length
- Same as 30 second pitch, except:
 - Add a couple more examples
 - Add more detail on what differentiates you



Make it Conversational

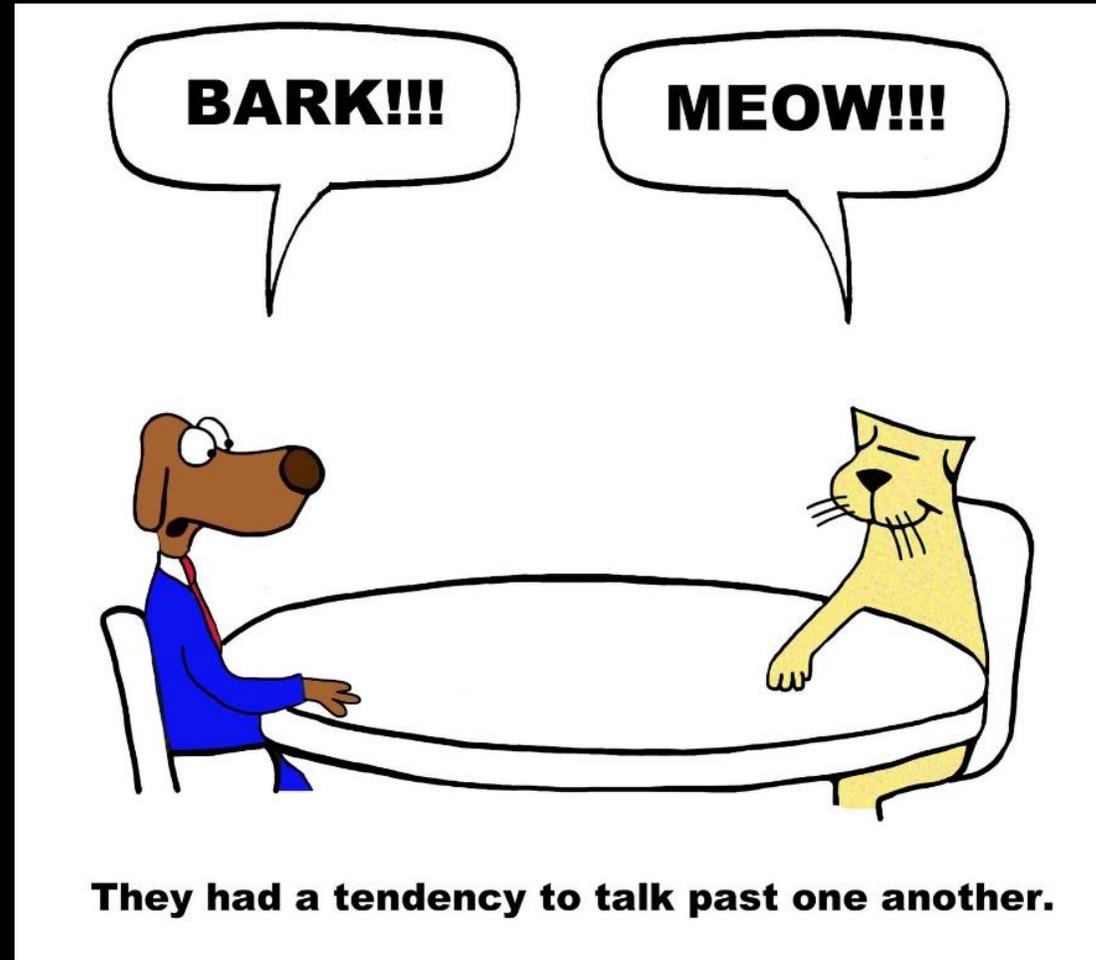
Do THIS...



NOT THIS!!!



Position Yourself Correctly



Organizing Your Pitch

1. Hook (why they should care)
2. How they should “categorize you”
3. What differentiates you
4. Examples to back it up
5. Underlying your success
6. Turn it back to them

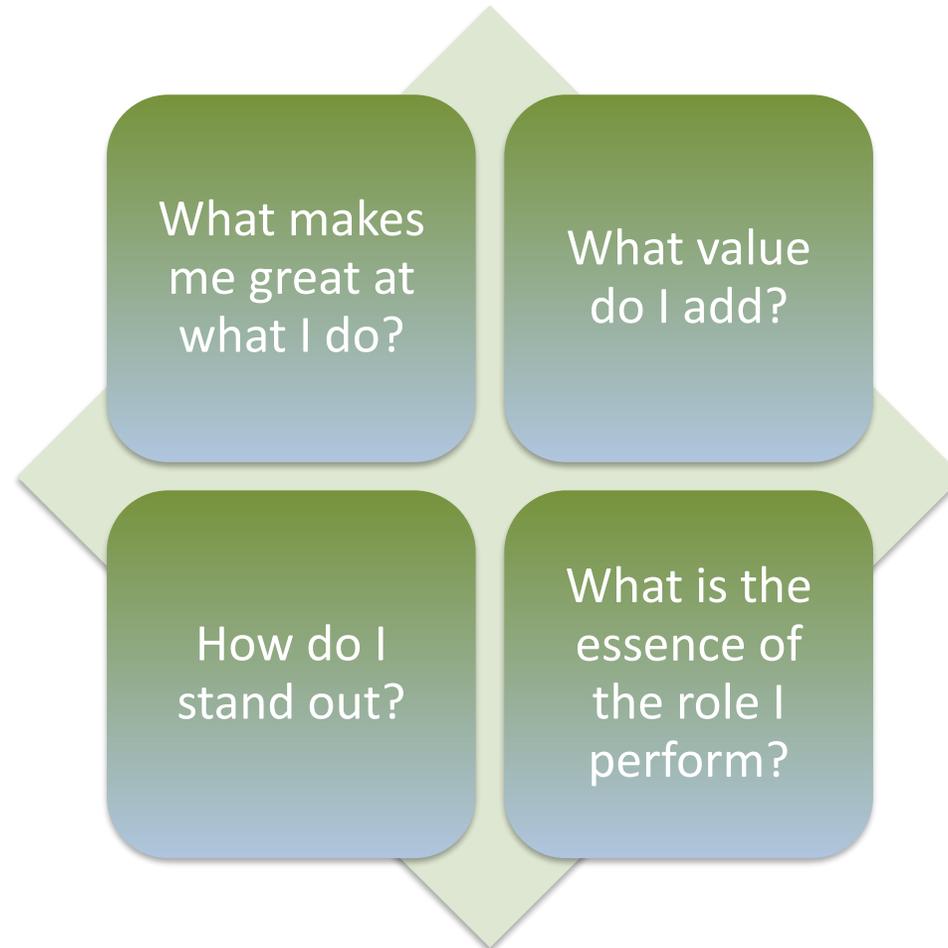
5 seconds

20 seconds

30 second Networking Pitch

2-minute Interview Pitch

Step 1: To Develop Your Hook, ask...



Step 1 Examples – Branding/Hook

- Learning is a journey, and I provide the map (L&D professional)
- I turn data into actionable knowledge (Director Business Analysis)
- I make PC's dance (IT professional)
- I can catalyze anything (research chemist)
- As an interim creative director, I've been told I get my clients' brands better than they themselves do
- I turn uncertainty in opportunity (insurance analyst/"risk" underwriter)
- I'm an energy insider (analyst focusing on PE energy firms)

Steps 2-5: a Subset of Resume Summary Section

- 2.** → **LEARNING & DEVELOPMENT PROFESSIONAL**
- 3.** { Bring close to ten years of experience and success developing and leading programs that have consistently improved organizational effectiveness.
- Cross-cultural L&D
 - Talent Assessment
 - User Experience
 - ADDIE / SAM / Kirkpatrick
- 4.** {
- Developed training and onboarding strategy that **improved learning effectiveness by 50%+**.
 - Improved **performance management** at global organization; recognized for **reduced rater bias** and improved rating accuracy.
 - Developed performance management **training tailored to all staff levels and functions**, with major role across all phases of **ADDIE**; demonstrably improved training effectiveness (**Kirkpatrick Level 3**).
 - Initiated web-based **talent management assessment tool**, in partnership with executive team and IT. Received promotion based on initiative's success.
 - Key role in **UX design for L&D app**; conducted interviews, created questions, eliminated bias, recommended design changes. Result: New design **drove a quadrupling of app usage**.
 - Created "best practices" whitepaper that supported division-wide **internal coaching and leadership programs**.
 - **MA in Organizational Psychology**, UC Berkeley, Magna Cum Laude (2013)
- 5.** { *From reviews and LinkedIn recommendations: "thought leader," "strategic business partner," "key member of the team," "proactive," "communicates challenging concepts clearly"*

Client sent email to internal executive; achieved meeting which led to subsequent interview

Elements of Success

- Focus on value to them
- Asked for just 20 minutes
- Powerful Pitch
- Not asking for a job
- No reference to a resume
- Call to action
- Show appreciation

Subject: Referred by Helen Smith, re: BigCo

Dear Susan,

Helen (copied on this email) suggested that I reach out to you because she knows of my analytic skills and interest in your work at BigCo. I'm currently a senior manager in the X department at BigCo and am beginning to think about my longer-term career options here.

The underwriting work you do sounds fascinating. Though not actively looking yet, I would greatly appreciate 15-20 minutes of your time to learn more about this work, how your department is organized, and where my skill-set could potentially be of help to you (or others at BigCo) down the road.

Pitch

Some background: In my current role, I focus on reducing underwriting risk for X. I'm also a CFA Charterholder and CPA with over 10 years of experience in risk assessment, asset allocation, and modeling, along with extensive client-facing experience. Highlights:

- Delivered over 300 client presentations, all well received; 3/4th's resulted in revenue-generating actions.
- Developed a risk assessment model that reduced write-offs by over 10% while maintaining revenues.
- Developed research reports for WellKnownClients A, B, C and more that included insurance and investment recommendations; all recommendations were adopted

My LinkedIn Profile is www.linkedin.com/in/myname for your additional information.

I would be grateful for a few minutes of your time. I would be happy to stop by your office (and bring coffee if you would like), or I could call you if that works better. Would you have 20 minutes available to talk?

Client obtained networking meeting to share insights and learnings

Subject: Discuss sustainable product launches at YourCo?

Dear Pudra,

I noticed on LinkedIn that you are the VP of Marketing at BigCo. I'm reaching out given our shared background in sustainable product marketing and the Coatings sector. I'm currently Commercial Director at MyCo, responsible for a \$200MM P&L across Coatings, Rubber, Adhesive sectors. My LinkedIn profile is <https://www.linkedin.com/in/x/>.

I found that having conversations with business leaders in Coatings and Rubber sectors, like yourself, can be a mutually beneficial opportunity to share perspectives and market outlook, to the benefit of both of our organizations. Would you be open to a 20-minute conversation? As part of our conversation, I would be happy to introduce you to people in my large and extensive LinkedIn network, as well as sharing any insights you would find useful in my experience in the Coatings and Rubber sectors.

Some background: I have 16 years of leadership experience, including sustainable product launches and strategic business development in specialty and renewable chemicals. My track record includes business transformations, restructurings and new market development leading to revenue/EBIT improvements at WellknownCo, MyCo and MyCo2:

- Managed **Global P&Ls of up to \$200 million**, and four business lines including sales, tech service, strategy, product management and new product development; dotted-line manufacturing responsibility.
- **Turned around two businesses** with transformative strategies amidst Covid, Force Majeure, and severe global logistics challenges, achieving **double digit growth**.
- Shepherded four **disruptive products** to success; won WellknownCo's prestigious **innovation excellence award**.
- Grew the sales of a **disruptive, sustainable product 30% via new product sales strategy** and sales excellence program.
- **Restructured and re-built team**; saw high retention of top performers. Increased engagement score by 15%.

Even a brief meeting would be beneficial. Would you have 20 minutes available to talk?

Pitch

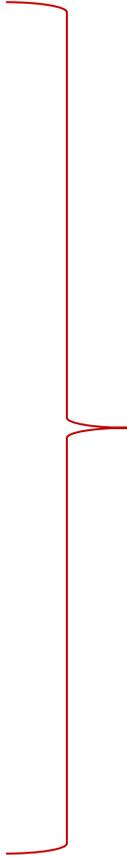
Evaluating Your Pitch

- ✓ Is the pitch POSITIONED properly?
- ✓ Interesting?
- ✓ Do they understand how you can help?
- ✓ Do they understand how you differ from others?
- ✓ Did you use specific examples, “illustrations”?
- ✓ Is it memorable?

Exercise: Start writing...

(tell me about yourself...)

1. Hook - Why they should care
2. How they should “categorize you”
3. How differ from competitors
4. Examples to back it up
5. Underlying your success
6. Turn it back to them



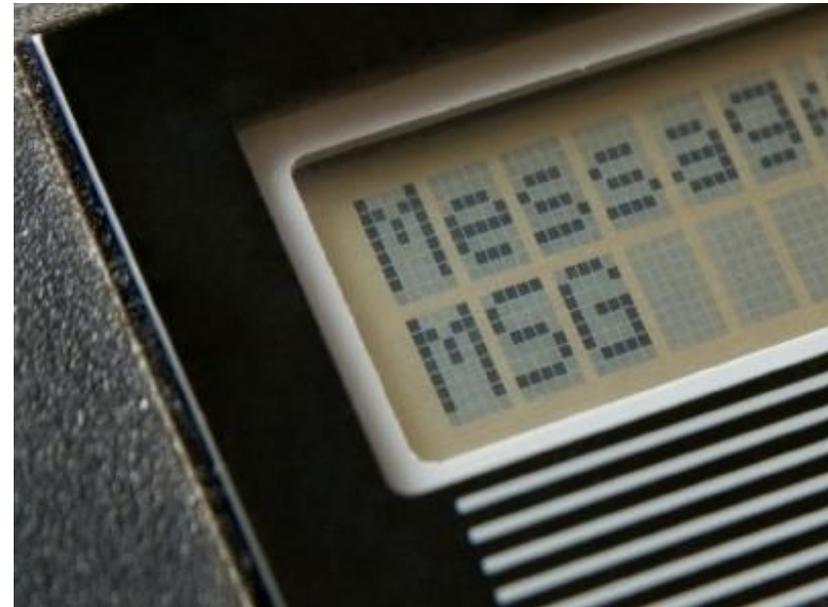
**2
min.**

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20 Second Pitch

20 to 30 seconds



“She has a 2:42 and a 2:43 appointment.
I can try to fit you in.”

Organizing your 20 Second Pitch

1. Branding / “Hook”
2. How they should “categorize you”
3. What differentiates you
4. Examples to back it up
5. Underlying your success
6. Turn it back to them

The Five Second Pitch

A concise phrase that will generate immediate interest...

- When answering an open-ended question
 - How's it going?
 - What are you doing these days?
- In a meeting situation when you want to get across your value



Examples: Your 5 Second Pitch

- “now that I’m done with the workflow management project...”
- “When I was the CFO...”
- “I’ve been busy in-sourcing our marketing analytics capabilities...”
- “...since completing the Google business partner negotiation...”
- *Yours?*

Use Your Pitch in a Networking Event

Build your network

Let 5+ of the “right” people know your value

Learn what organizations/peers are doing

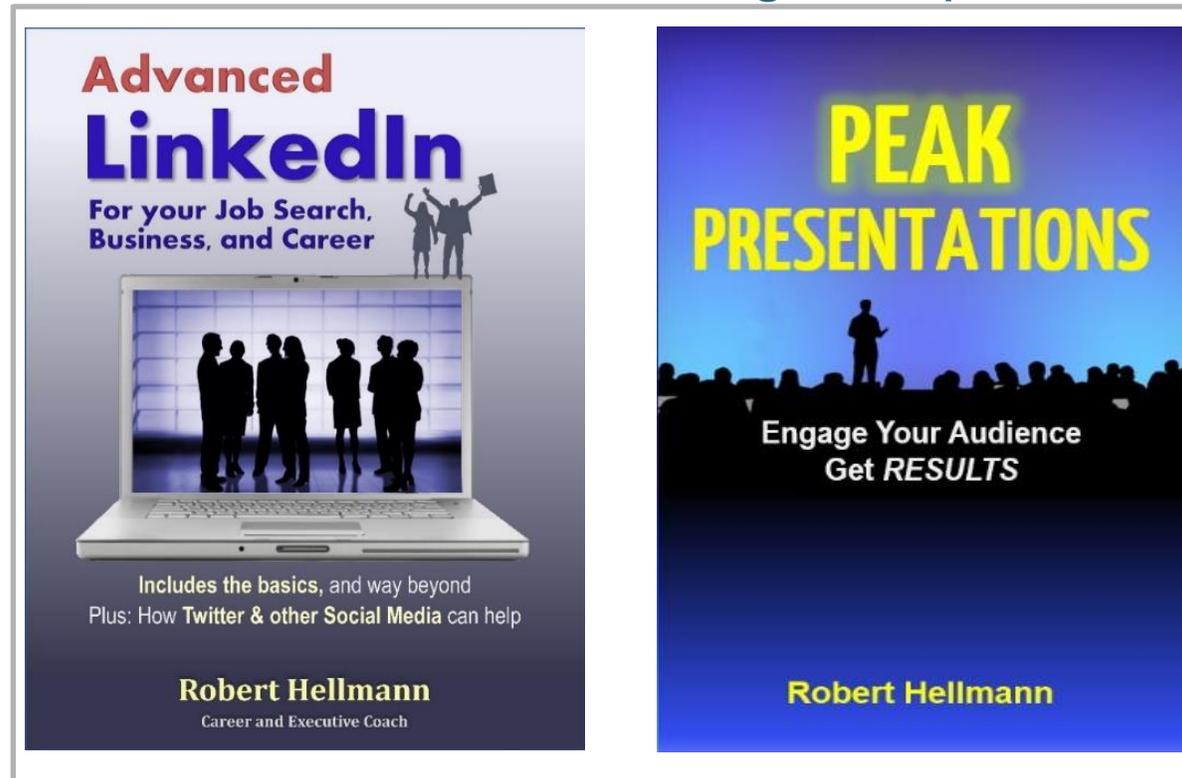
Get feedback on your pitch and experience

Try to help at least one person you’ll meet

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Resources: www.hellmannconsulting.com

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