Effective Networking Scripts and Strategies

Networking is a crucial component to your job search and career development. Here are some tips to help you develop and enhance your networking and interviewing skills.

Preparation and Protocol for Networking Conversations

Once you’ve scheduled a meeting, use these tips for your conversation with your contact:

- Research their connections on LinkedIn and determine who you may like to be introduced to
- Have your PVP/exit statement ready and target list accessible
- Smile while you’re talking, convey energy, and be personable and curious
- Make sure you have good reception/no background noise for phone conversations
- Pay attention to the clock and be respectful of their time
- Always ask how you can help them, and thank them for their time and support

Example Networking Scripts

Getting the conversation started can be challenging. Use these sample scripts as ideas for your meeting:

ONE-ON-ONE: PHONE OR FACE-TO-FACE:

- **Have an opening ready:** "Thank you so much for taking the time to speak with me today. I am excited to learn more about you and see how we can help each other professionally."
- **Try to find a connection:** "I see you went to XYZ University — so did I."
- **Learn about them:** "How did you get your start? I’d be interested to learn a little bit about you.
- **Your turn! Share your PVP and be sure to include your focus:** "... my focus is on landing a position with a global digital technology provider."
- **Offer to help your new contact:** "Who would be beneficial for you to meet right now? I would be happy to make an introduction or be of support in any way if there is someone in my network who could help."
- **Make a request:** "I saw that you’re connected to (person) at (company name). Would you feel comfortable making an introduction?"

GROUP EVENT

Approach an individual or even a circle of people talking: "May I join you?"

- Listen and engage when you can bring value to the conversation.
- As the circle changes, ask individuals that you are in conversation with for their card and inquire whether they might be open to meeting for coffee in the near future as you would like to have a more in-depth conversation.
- Let people know you will follow up with them this week.
- Thank people and move on to the next group.

LINKEDIN OR EMAIL

*Reach out to someone you want to meet:*

Hi Joe:

Your LinkedIn profile got my attention OR We are both in the [name the group] group and I wanted to reach out and introduce myself.

I see you went to CU; so did I ... [Make a connection if there is one; you might ask a question or make a light
comment related to this commonality]. In the interest of expanding my professional network and collaborating with fellow professionals, I am hoping we can connect.

Would you be open to a cup of coffee/lunch (my treat!) or a 20-minute phone call to get to know each other? Thanks for considering the possibility. Let me know what days / times work for you.

I look forward to connecting.

Katie

When someone has made an introduction for you:

Hi Jerry,

Nice to meet you! Seeing you work for [company name] got my attention and Lee was open to making the introduction. Lee and I know each other from [explain]. In my current transition, I am researching various companies in the market and wanted to see whether you might be available for an exploratory conversation about your career and how you like working for [company].

[State your PVP and focus] It would be my pleasure to treat you to lunch or coffee, or let’s schedule a 30-minute phone call to get to know one another better. I’d be happy to meet you in whatever location works best for you.

Thank you for your time and I look forward to connecting.

Katie

When someone you don’t know sends you an invite to connect:

Hi Mary,

Thank you for the invitation to connect; I am curious what motivated you to reach out to me?

Let’s see how we can support each other professionally — how about a cup of coffee or a 30-minute phone call?

I look forward to connecting.

Katie

Networking is the cornerstone of a good job search. If you want more information and ideas on networking, check out *The 20-Minute Networking Meeting* by Marcia Ballinger and Nathan Perez.