

# Pitch Perfect Networking

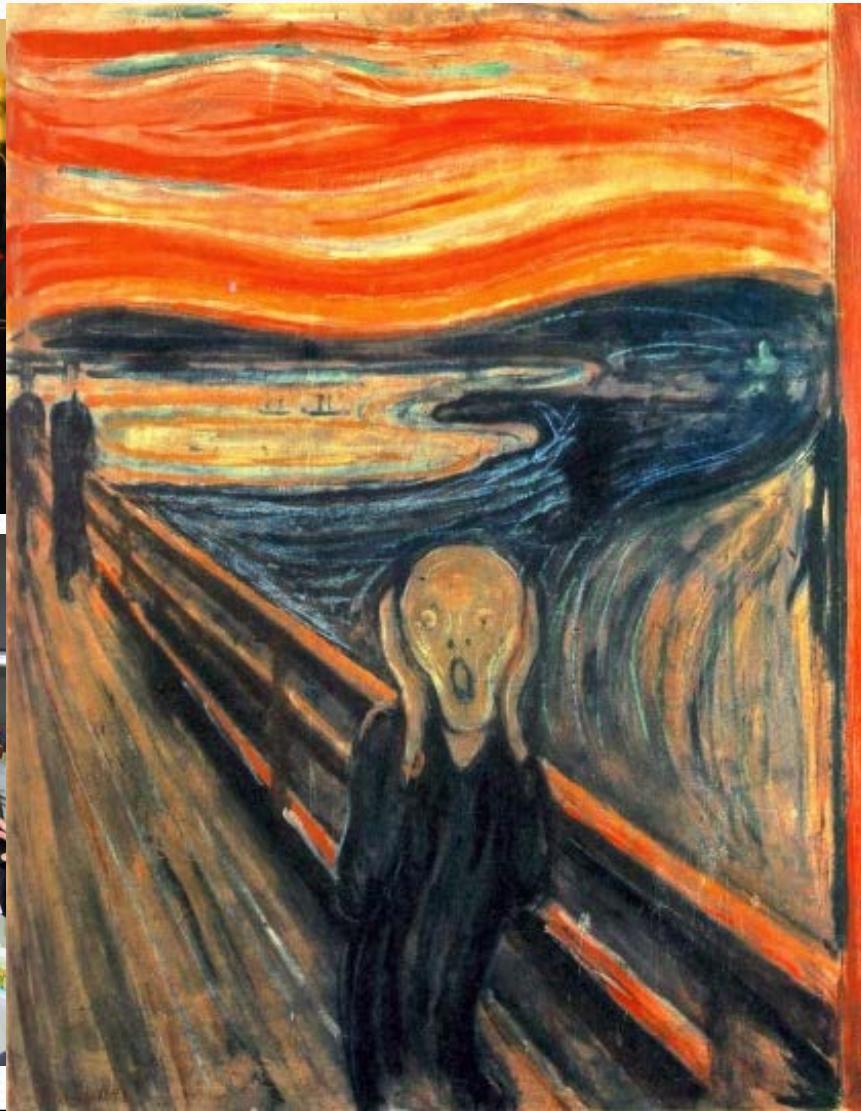
Reduce stress, gain confidence, get the job

Amy Grat, CEO, EXP  
September 29, 2020

# Overview

- Your network is your net worth
- Telling your story effectively
  - Your Elevator Pitch
  - Practice!
- Top 10 Networking Tips for everyone....not just extroverts
- Some insights on careers in Global Trade & Logistics

# How do you feel in these situations?



# What do we mean by Networking?

Quyen (Kenny) Lam · 1st in Niagara Bottling

Asset Management Intern at Niagara Bottling  
Pomona, California · 500+ connections · Contact info

Message More...

Niagara Bottling

California State Polytechnic University-Pomona

Highlights

11 mutual connections  
You and Quyen (Kenny) both know Ron Lehman, Wilson Clemons, and 9 others

Quyen (Kenny) started a new position as Vice President at CSCMP - Roundtable Outreach Cal Poly Pomona

Say congrats

Quyen (Kenny) started a new position as MRO Inventory Intern - Asset Management at Niagara Bottling

Say congrats

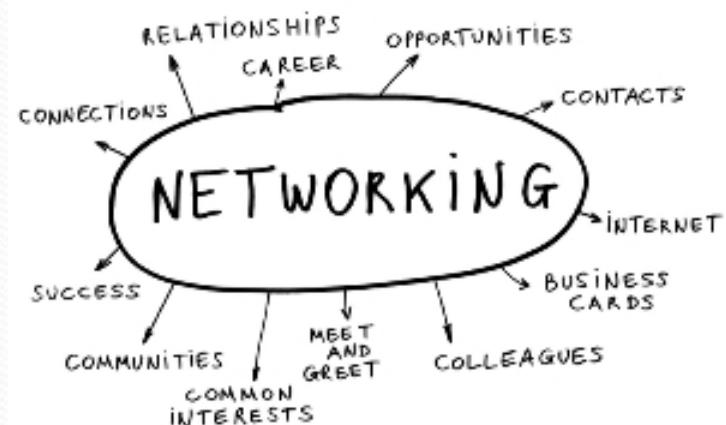


# What do we mean by Networking?

- Developing & building relationships
- Joining groups and clubs
- Leveraging contacts
- Being a resource for others
- Informational interviews
- Online connections
- Face-to-face “give and take” interaction
- Connecting with purpose!

What Networking is NOT:

- Cold-calling strangers
- Using people
- Being fake
- Just collecting business cards and Linked In connections

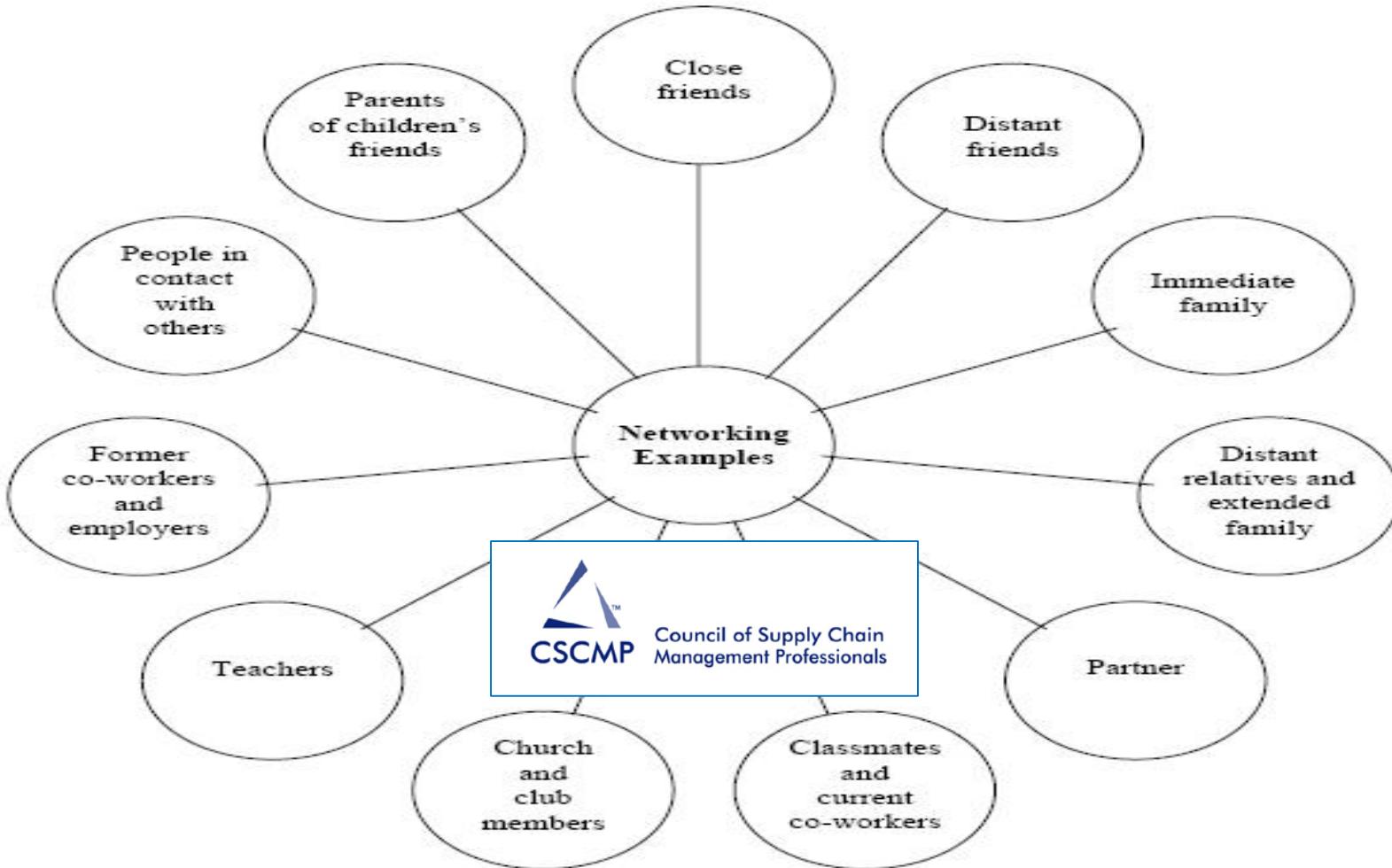


# It's hard -- Why do it?

**~80% of all jobs are found through networking!!!**



# Who's in your Network?



# Your “Elevator Pitch”

- You step into an elevator with your dream employer...(or dream customer/investor/date)...and you have just 30 floors to “sell” yourself
- Answers the essential questions:
  - Who am I? What makes me **unique**?
  - What do I do or want to do? Immediate/future goals
  - Why am I qualified? Skills, experience, attitude
  - What **value** do I provide? Make money, save money
  - How can they help me? Call to action.

# Fine Tuning your Pitch

- Adjust to fit situation, audience and your goal
- Pause....breathe....and listen
- Create a targeted and compelling narrative – use specifics and tell a story
- Keep it crisp
- Quantify your impact
- Use a ‘hook” to catch attention
  - “I want to be the strongest link in your supply chain”

# A way to start: fill in the blanks

- I have worked in the XXX industry for XX years
- I am now enrolled in XXX at XXX
- My previous employers have always commented on my  
XXX
- Last year, I boosted sales by XX% by focusing on XXX
- Last year, I improved efficiency by XX%, by focusing on  
XXX
- In addition, I have developed a significant level of  
knowledge from my XXX courses in XXX
- I am seeking an entry-level position in XX, using my XXX  
knowledge, XXX, and XXX skills.

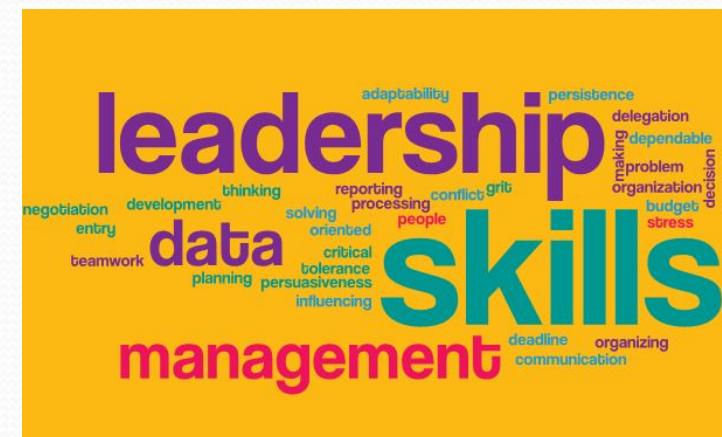
# Now try it yourselves...

- Let Zoom pair you up
- The Scenario: on-campus screening interview with corporate recruiter; multiple open positions
- Person with birthday closest to today starts; Introduces self and gives their elevator pitch (1 minute)
- Other listens...then gives feedback on what they heard
- Switch roles
- Go for it!



# Amy's Top 10 Networking Tips

- Face-to-face or virtual – it's ultimately all about connecting and making a good impression.



# 1) Know yourself...and like yourself

- Remember your Resume
  - Know your key accomplishments
- Practice your Elevator Pitch
- Be proud of who you are...and what you have to offer
  - Motivated & Ambitious
  - Multi-cultural, bi-lingual, Gen Z
  - Bronco pride

## 2) Listen...actively and genuinely

- The Golden Rule: If you don't care, why should they?
- Encourage them to talk about what they love most...themselves
  - Positive mindset
  - Valuable information for linking
- Body Language
  - Smile, nod, smile more
  - 100% eye contact
  - Never show them your cheek
- Respond to what they are saying



### 3) Be Generous

- Think of ways that you can offer help, give leads, make referrals
- Be the resource first, ask the favor later
- If you have nothing else, offer a compliment



# 4) Do Your Prep Work

- Research your targets
  - Company websites, bios, LinkedIn, Facebook
- Learn the jargon (“block chain” “IoT”)
- Put the pieces in place in advance



# 5) Look the Part

- You have 3 seconds to make an impression
- Every interaction is an interview
- You can't go wrong dressing up
  - But, stay comfortable
    - Never let them see you sweat



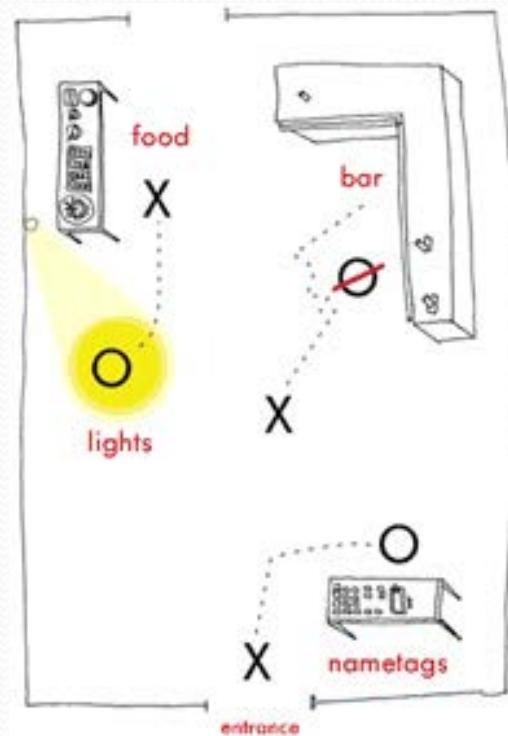
# 6) Slow down...be cool

- Talk slowly
- Breathe
- Make them want to know you!
- Save the ask until the end...or better yet, let them ask you.



# 7) Be Strategic – Set the Stage

- Know what you want...and focus
- Arrive early and study the map
- Play host – make people feel welcome
- Position yourself effectively
  - Within view of target
  - Well-lit and near food
  - Stand out from the pack



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Illustration: Shawn Gurczak

# Working the Virtual Room

- Your Zoom frame is your stage
  - Lighting
  - Set Design
  - Costume
  - Props
  - Action
- Remo roundtables



# Going Face to Face: How to begin?

- “Hello” and “Thank you”
- A compliment..ideally that shows you know something
  - “I really enjoyed your presentation about jobs at the Port. I never knew that crane operators made so much money!”
- Neutral observations about situation– “Wow, lots of people here today” “That dessert looks delicious!”
- Open questions – What, When, How
- Get introduced by someone else



## 8) Think Long-Term and Broadly

- Never blow off anyone
- Speaker today is an employer tomorrow
- Friends of friends of friends
- Things always change...keep track of people



# 9) Follow up

- Take notes while still “fresh”
  - Screen Capture Zoom/Chat
  - Write on business cards
- Send thank you email or note
  - Refer to specific points in conversation
  - Have a “call to action” (even if it’s long term)
  - Do not enclose your resume unless requested
- Take advantage of the second chance



## 10) Know a thing or two...about a thing or two

- Aim for topical, universal and non-controversial
- Take cues from body language; don't push if not interested
- If they're an expert, learn from them!



# A thing or two about global trade in So Cal



- We are the **Gateway to the World**
- LA Customs District #1 in US
  - \$416 Billion in two-way trade in 2018
  - 40% of all US containerized imports come through Ports  
50% consumed here
  - LAX 14<sup>th</sup> in world; 5<sup>th</sup> in U.S.  
– 2 Million tonnage of high value cargo at \$96.3 Billion

Source: LAEDC

# It's about jobs...

- **1 in 9** jobs in the region related to GTL/supply chain
  - Projected long-term growth
    - e-Commerce
  - Aging workforce needs “new blood”
  - Entry level average: \$49,662 (Ziprecruiter)



# Oh the places you can go!

- Many stops in the supply chain
  - Retailers
  - Importers/Exporters
  - Manufacturers
  - Shippers
  - Freight forwarders/Customs Brokers/Cargo Agents
  - Carriers (Ocean and Air)
  - Ports/Airports (city departments)
  - Terminal Operators/Stevedoring
  - Customs/Security/Screening
  - Warehousing/Trans-loading
  - Transportation/Rail/Trucking
  - Business Services
    - Insurance, Banking, Staffing
  - Trade & Industry Associations
  - Education



# Hot Entry Level Jobs in GTL

- Logistics Specialists/Coordinators
- Regulatory/Compliance Specialists
- Global Sourcing or Procurement Specialists/Coordinators
- Customer Service Representatives
- International Sales Representatives/Associates
- International Marketing Coordinators

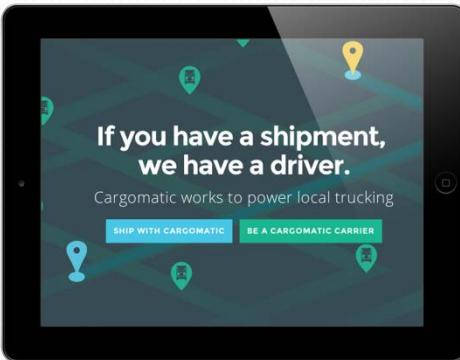
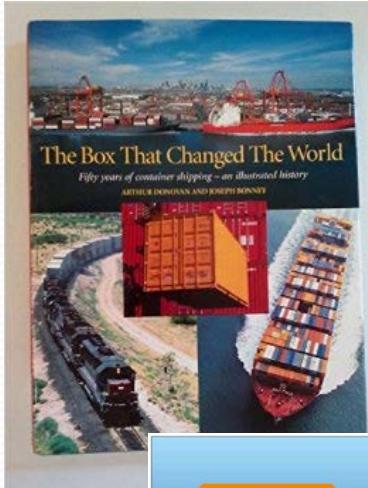
Career Pathways:

Associate/Assistant/Coordinator →

Agent/Advisor/Analyst/Specialist/Manager/Director

Manage ***Projects*** → ***Programs*** → ***People***

# Trends to Watch



- ***Disruptive Technology***
  - Automation
  - 3D printing
- ***Big Everything***
  - Ships, planes, trucks trains
  - Data
- ***Supply chain optimization***
  - Increased complexity
  - Omni-channel
- ***Workforce changes***
  - Shifts in sourcing locations
  - Global mobility
  - Gig economy
- ***Demographics***
  - Gen Z consumption patterns
  - Social Justice & Diversity
- ***COVID***
  - Accelerating all of the above!

# What GTL Employers really want

*“I hire for attitude.  
Everything else can be  
trained.” (Port of Los  
Angeles HR manager)*

*“I care less about the  
specific degree than  
the fact that they  
successfully  
completed something  
difficult.” (VP for  
Terminal Operations)*

- The 3+ “Cs” – **communication**, critical thinking, creativity, plus customer service!
- Understanding of global trade, and goods movement
- Language skills, cultural sensitivity, regional knowledge
  - “**Global Mindset**”
- Some experience, including internships
- Technical skills, especially Microsoft Office Suite

# Thank you!

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