

DEVELOP YOUR POWER GREETING

A power greeting is like a 30-second commercial that provides just enough information to make the listener want to know more about you and sets a professional tone for the rest of your interaction. A power greeting is composed of four distinct parts and a follow-up question:

1. Your education and credentials (what you have studied).
2. Your experience in the field (employment, internship/co-op and volunteer positions).
3. Your strengths and interests (what you do best and enjoy, as related to the position or employer).
4. An open-ended probing question about their needs, problems and challenges.

YOUR TURN

Hello, my name is (only if they do not know it) _____ and I hold a degree in _____ from East Carolina University[®]. (Add your minor/concentration if relative). I have _____ semesters/years/months/etc. experience in the field of _____ and through _____ I have discovered that I excel at _____. I chose this field because _____. I believe that I can contribute to your organization by _____ (relate to employer's needs). How does this position play a role in your organization? (Probing question or share why you are interested in the company to engage employer).

EXAMPLE

Hello, my name is Pete Robertson and I hold a Bachelor of Science in industrial technology from East Carolina University with a minor in business administration. I have a year and a half experience in the field through a summer internship with Hyster-Yale Group in Greenville, N.C., and a two-semester co-op position with National Waterworks in Charlotte, N.C. During these opportunities I learned about the business side and the operational side of supply chain management and Just-in-Time delivery. I chose this field because I enjoy finding new ways of solving problems, I am a hands-on person, and I like getting into the thick of things and dealing with tangible, concrete problems. What role does logistics play in your business? Can you walk me through your application process?