



PREPARING FOR AN INTRODUCTORY CALL WITH A NEW CONNECTION

You have conversations everyday, so you know how to engage with others---the most powerful conversations begin with your curiosity!

PREPARATION:

- 1 **QUESTIONS:** Prepare yourself with questions specific about them and their career path.
- 2 **INTENTION:** Identify to yourself, the intention of your call...to learn about them and their career path. Make your list of questions that demonstrate **curiosity**.
- 3 **ICE-BREAKERS:** Identify 3 areas within their profile or what you know about them that can be an ice-breaker for a conversation (who you know in common, a common experience, their background picture, etc.) You can also look up their company and make a comment about a recent update or article.
- 4 **ACHIEVEMENTS:** Prepare yourself with a couple of achievements you may mention in the call.
- 5 **CONFIDENCE:** Exude confidence in your expertise and go in as an EQUAL knowing that you can also be a resource for them.

ON THE CALL:

- 1 Ask if it's still a good time and thank them. Reiterate that you appreciate the 10-15 minute intro (stick to the timeframe unless they want to extend it).
- 2 Break the ice (see #3 above).
- 3 Provide the reason for your introduction. It's okay to let them know that as you consider your next career steps, you are networking and reaching out to them because of their position and their background.
- 4 Ask your questions about their career path and challenges.
- 5 Let them know that you're considering options for your career and ask them for their guidance based on similar experiences.
- 6 Share a few of your achievements that relate to your discussion.
- 7 Ask how you can also be a resource for them (or offer something—perhaps an introduction to one of your connections, an article, etc.).
- 8 End with “Who else do you recommend I talk with?”

FOLLOW-UP:

- 1 If they referred you to others or offered to introduce you, be sure to keep in touch with your initial connection to let them know how that goes.
- 2 Search for an article based on your conversation and send it to them to further the relationship. For example, if your connection has an interest in food sustainability, find an article that's inline with how/why the topic came up and send it with comments to remind them about the conversation.