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Marketing Yourself

*Developed for ISPE
by
Linda Trowbridge and Bob Vear of
Change Dynamics, Inc.*

Agenda

- What is Marketing yourself
- Why market yourself
- How to market yourself
- What is Networking
- How to get started
- Networking vs. Relationship building
- Qualifying an Event
- Networking tool kit
- 12 tips to guide you
- First impressions
- Your elevator speech
- Conversations, breaking in, starting, exiting
- After the event
- Do's and Don'ts
- Marketing on-line
- On-line etiquette
- Top Ten
- Where to go for more information

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What is...

- **What does it mean to market yourself?**
 - Defining who you are and what value you bring to the table
 - Now as always we need to be marketing our skills and the problems we solve
 - Marketing yourself does not mean you have to behave like a "used car salesman" (no offense to you used car salesmen out there!)
 - Marketing means defining a message and then sharing that message in this case through networking
- **Why is it important?**
 - To make connections
 - To find job opportunities
 - To help others connect to opportunities
 - To build relationships
- **Be careful, market/network but don't be too aggressive**
 - Ask "How can I get in front of the right people" etc.



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What to Market

- You! Your value statement
- More on how to develop your message in a minute...
- Problems you can solve
- Be sure to align your message to the opportunity and the company/culture



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How to Market/Network

- Face-to-face networking
 - Networking events
 - Friends, family, etc.
 - More on how-to in a minute...
- On-line networking
 - Direct contacts
 - Second generation contacts
 - User groups
 - More later in our presentation



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What is Networking

Networking is a strategy of using the connections of people and systems around you.



- ❖ *What do you use those systems and people for?*
- ❖ *Why network?*
- ❖ *What's the objective?*

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What is Networking

Effective networking is based on relationships that are cultivated and nurtured.



- Self promotion is ABSOLUTELY necessary!

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How to Get Started

- An easy way to learn about networking is to talk to people you know. Especially someone that you feel is a good networker!
- Brainstorm with your colleagues about their networking style to find out what works and what doesn't.
- Get feedback on your networking skills



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Relationship Building

- *Old networking*
 - Leave with as many business cards as possible. Call later and hope to get a hit!
- *New networking / relationship building*
 - Get to know the person
 - Work on the relationship
 - Share commonalities
 - Help others when you can



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Qualifying an Event

Ask yourself why you are thinking of attending the event?

- To connect with colleagues (mentors etc.)
- For business opportunities
 - Which networking events will offer you opportunities to :
 - Meet hiring managers etc.
 - Let you stand out
 - Building professional connections
- For personal growth
 - Help you meet others in your industry who may be able to mentors, help you get/stay connected etc.

By taking time to pre-qualify an event , you significantly increase the likelihood of a successful encounter!

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Networking Tool Kit

- Your business cards
- Two business card cases (one for your cards, one for cards you receive)
- Pen, either one you can lose or a conversation starter
- Blank business cards
- Breathe mints (a must!)
- Directions to the event /location
- Printout of the front page of the hosting organization's webpage
- A comb/brush
- Tissues
- And don't forget
 - » A smile
 - » Tall posture
 - » Positive attitude
 - » Curiosity
 - » Sense of humor

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12 Tips to Guide You

1. Decide on a qualified networking event
2. Go with a friend/colleague or meet someone there
3. Make eye contact, be prepared
(15 sec. intro, appearance, etc. more later)
4. Watch for the social networkers
5. Ask for an introduction from the organizer, etc.
6. Include others, help others make connections
7. Spend 1-10 minutes in conversation
8. Never leave someone alone
9. Learn to transition in and out of conversations (more later)
10. Manage your business cards
11. Have a note pad (or blank business cards) and pen
12. Don't eat while networking!



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First Impressions in 10 Seconds

- Monitor your appearance
 - 93% of how you are judged is body language and appearance
- Move the spotlight –Introduce yourself then focus on them
- Have a good handshake, confident, no wet noodles please!
- Face the other person, pay attention, be a good listener
- Use their name often, it helps to reinforce it in your mind and makes them feel important
- Connect with similarities, find the common ground
- Adapt your voice rate, pitch and gestures to theirs
- Choose your words carefully, it reflects who you are



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Your Elevator Speech

15 second(ish) elevator speech

A brief summary of who you are and what you do, problems that you solve, use value statements, why hire you and be sure to let them know what a good opportunity looks like for you.

1. Grab their attention with a powerful opening sentence

- Your name
- What you do, services you provide
- Value that you bring to an organization
- Problems that you solve



Example: *Hi, I'm Linda Trowbridge I develop and deliver training programs to grow employee skills and create healthy, productive organizations. A great opportunity for me would be a connection to an HR professional or training manager*

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Your Elevator Speech

2. Call for action

- Give them a business card if they ask for one, ask for their business card if you intend to follow up
- You need to move them from "That's nice" to "That could help me" or "I know someone that could really use what you do"
- Once you've accomplished that, you need to make it easy for them to get in touch with you.



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Your Elevator Speech

Key Thoughts ...

- An effective elevator speech is full of benefits (why hire you)
- People are not moved by technical explanations of what you do, so remove the jargon
- Your message needs to be full of positive energy (but not over the top, please)
- Prepare it ahead of time, don't "wing it"
- It needs to sound natural - not canned
- A prepared message will build your confidence



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When to Break In

When to break into a conversation

- It is easier (and a bit more polite) when there are **3 or more people in a conversation**
- Catch the eye on one of the group members
- Smile as you walk up
- Offer your hand
- Introduce yourself and explain how you fit into the event –
 - "Hi, I'm Linda Trowbridge and this is my first time to an ISPE meeting, Monique invited me"
- Ask a question "How long have each of you been members?"



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How to Start a Conversation

Questions that start with **who, how, why** and **where, etc.**



- How did you get started in this industry?
- What has been the tipping point in your career?
- What are the 3 most influential business books you've ever read?
- What do you enjoy doing when you are not working?
- What trends do you see coming to our industry?
- What job networking tips have you found helpful?

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How to Exit a Conversation

- Try never to leave someone alone
- Simply smile and say, it was a pleasure meeting/talking with you, enjoy your morning/presentation
- Include someone nearby in your conversation, when the two of them begin to converse, excuse yourself and get involved in a new conversation
- If you have a role at the meeting, you can say *"It was nice meeting you, I have to say hello to others in the room since I'm head of membership"*



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What To Do After the Event

What makes a networking event successful?

Follow up!

- It shows you want to build on the relationship
- If you promised to send, call etc., DO IT!
- Suggest no more than 3 tries to connect
- Calling to follow up?
 - State your name and jog their memory of the link/conversation
 - Ask if this is a good time to talk, it shows respect
- Make it easy and comfortable for them to say no, if you are calling for assistance
- If someone introduced you, thank them
 - If you are not getting a response, ask them for insight



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Do's and Don'ts

DO

- ✓ Introduce yourself
- ✓ Shake hands
- ✓ Make eye contact
- ✓ Be courteous
- ✓ Listen first
- ✓ Carry business cards
- ✓ Think relationship

DON'T

- ✗ Interrupt
- ✗ Bore them
- ✗ Mumble
- ✗ Be negative
- ✗ Stalk!
- ✗ Don't forget your business cards!

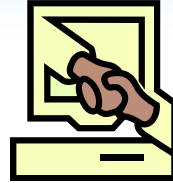


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Marketing on-line

- **Websites**
 - Monster.com
 - Careerbuilder.com
 - Indeed.com (spider webs all sites)
- **Social Networking sites**
 - LinkedIn
 - Facebook
 - Email list services
 - Other?
- **More on social networking and how it works**
 - http://www.youtube.com/watch?v=6a_KF7TYKvc



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Marketing on-line

How to Network on-line

For each site:

- Create a profile
- Look up user groups
- Look up people where you used to work, send them an invite
- ***The key is to let people know you are available, the skills you have and what a good opportunity for you would look like***
- You can look up people and groups by title, department (HR, Engineering, organization etc.)
- When you meet someone at an event or on the phone, or on-line, ask if they mind if you “link” to them, then do it!
- Make it ok if they say “no”
- Other tips?

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On-line Etiquette

- **Create a “user-friendly” profile** - it acts as your virtual business card so make sure it represent you well.
- **Invite people to connect** – but only if you have a real acquaintance with them, not strangers.
- **When you make a request, be clear about your intentions.** If you're looking for a job, say so. Don't be an untrustworthy net-contact!
- **Use professional courtesy** – Properly thank people for making a connection, giving a recommendation, etc., or offer to do the same. A little gratitude goes a long way.



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On-line Etiquette

- **Don't abuse your network** - Once you have cultivated a network, it's tempting to reach out anytime you have news or a need for assistance. Be professional and watch those broadcasts, blasts and high-volume mailings.
- **Be active** – Use your online profile to connect and stay in front of people who can help you out. Blog, post, IM, tweet, email, **WHATEVER!**
- **Use more than one online network** – while *LinkedIn* is great for business contacts, there are many more to serve you. Look into others, especially for your specific industry.
- **Finally – don't ignore the “real world”**

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Top Ten

- 1) Find the best places to network for you
- 2) Introduce yourself/Set up a profile
- 3) Actively listen to others, really listen
- 4) Watch your appearance, be courteous
- 5) Think relationship
- 6) Give just to give
- 7) Be prepared, on-line as well as in person, business cards etc.
- 8) Be proactive, go to meetings, networking nights, professional associations, etc
- 9) Continue to work on your networking skills, help others network
- 10) Follow up and review your list of contacts often

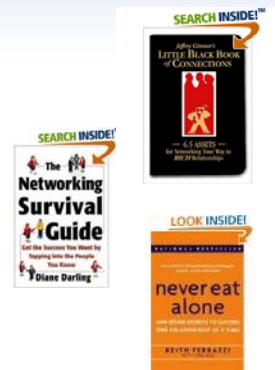


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For More Information

- ❖ Little Black Book of Connections by Jeff Gitomer
- ❖ The Network Survival Guide by Diane Darling
- ❖ Never Eat Alone by Ferrazzi and Raz



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Questions?

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