WORKING THE ROOM FOR PM’S AND CREATING YOUR “ZING”

Abby Kohut

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Steps to Success in 2018

- Learn how to “work the room” whenever & wherever to whomever
- Get confident with structured events
- Follow up, follow up, follow up
Never Ending
“Working the Room”

Structured Room Working

- Associations
- Seminars/Events
- Conferences
- Meet-ups
Pre-Event Strategy

- Pre-register
- Research the attendees
- Brush up on current events
- Plan your attire

Dressing for Success
"Bringers"
Working the Room Cards

- Picture??
- LinkedIn address
- White space
- Light coating
- What you can offer

Elevator Pitch

An "Elevator Pitch" is a concise, carefully planned, and well-practiced description about you that your mother should be able to understand & remember in the time it would take to ride on an elevator.
Elevator Pitch Components

- State your name
- Describe your profession or company
- Offer a success story
- Add in a "zing" or a interesting fact
- Request action
- Repeat your name

Remember the 3 S’s: Smile, Short & Sweet!

My 2006 Elevator Pitch

My name is Abby Kohut and I am a Director of Recruiting and an avid ping pong player.

In the past, I have caffeinated teams that hired 900 teachers in 4 months and 400 pharmaceutical sales reps in 3 months.

If you are a CEO whose company is growing through the roof, I look forward to partnering with you to hire exceptional talent.

On election day, vote for me Abby Kohut, the Queen of Staffing.
Your Very Own ZZZZZing!

- Rhyme time
  - Joan can help you with a loan
  - Steve has good ideas up his sleeve
  - Posey can make your projects cozy
  - Wayne can fix your marketing pain
  - Elaine can fix your brain
  - Chris finds things other people miss
  - Ginger can spice up your project
  - Michael can help you recycle

Your Very Own ZZZZZZing!

- 1st letter of your name
  - Frank Quiterio – Q for Quality
- Your entire name
  - Tim – Technology is Me
  - Bob – Big Ostrich Breeder
  - RIP – Rest in Peace
- Hobbies/Interests
  - Shot glass collector / bank robber
How to Break In

Scan for the Unusual

People hire/work with/help people they like!
Speak Less/Ask More

Have you been to this event before? Do you live around here? What do you think about...?

How did you get involved in...? What made you decide to...? What has been your greatest success? Do you have any advice about...? How can I help you with...?

Working the Room Tips

- Fishy handshake
- Arrive early/stay late
- Talk to the leader
- Become a “Norm”
- Volunteer
- Seek out deer
- Goal = Meet 3
- 5 minute rule
Post-Networking To-Do List

- Be the first to follow up
- Pay it forward
- Meet for lunch
- Virtual coffee

In Conclusion

Guess what?
This is BIG...
Are you sitting down?
You have been Networking since kindergarten

Want More Secrets?

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