

# THE PLACEMENT CELL NEWSLETTER

AUGUST EDITION VOLUME III

## THE ART OF STORYTELLING

### A guide to building your corporate pitch

*"No one buys the feature, they buy stories"*  
- Seth Godin

To level up in your career or tackle bigger leadership responsibilities, you need to be able to sell yourself effectively.

Often, whenever we meet someone new, there's a pleasant exchange of names and perhaps a handshake, post which there's usually a moment of awkwardness, as somebody searches for something to say. To avoid this awkward silence, HRs usually begins with the question, "So, tell me something about yourself?" This is your time to make your first impression, the time you sell yourself!

#### What is 'Elevator Pitch'?

It is a thorough-yet-concise picture of who you are and what makes you a strong candidate. Not having a solid elevator pitch can result in disastrous first impressions.

#### SO WHAT CAN YOU DO?

Over the **long term** there are three areas for you focus on:

- ➔ Your credibility - expertise, evidence and experience
- ➔ Your influence - persuasiveness and ability to paint a picture that others prefer
- ➔ Your likability - does your audience warm to, or identify with, you

#### QUICK AND EASY

Or in the **short term**, you can simply get pitch ready. It's as easy as:

- The problems you solve - "You know when ....(insert problem)"
- The difference you make - "Well what I do is ... (insert 3 ways you make a difference)"
- The value that you deliver - "Recently, I ..... (insert example/case study)"

In the end, remember, never stop after just saying "My name is abc, I went to xyz college". Always **add value** to the interview. **Highlight** your experience and your passion. It could be about your international experience or the fact that you ran a club in your college and made it big. Bring up these stories 2-3 times in an interview so that the HR remembers you by this.

## PLACEMENT REPORT : AUGUST

Company	Profiles Offered	CTC (LPA)
Bank of America	Team Member	3.00
Evelyn Learning	Subject Matter Expert in Economics	2.00 - 3.00
Ashiana Housing	Social Media Executive	3.00
Jaro Education	Career Development Executive	6.00

## INTERNSHIP REPORT

At the very start of this semester, we had 22 companies on-board with us offering Internship to students in diverse fields. Few of the top companies who extended offers to our students are:

Company	Profile	Stipend/month
Eigopaathshala	English Teacher	₹25000
Heads Up	Campus Ambassador	Up to 20K
IIFM	Management Trainee	₹12000
Funlearn	Product Manager Visual Designer UX Designer	₹10000
Kickstart Metrics	Content Writing	₹5000
Shaadi saga	Business Development	₹2000
Qualicentric	Finance	₹5000 - ₹10000
Inception Labs	Web Development	₹4000
Olar	Data Analyst Graphic Designing HR Web Development	Performance Based
Opulence	Investment Banking	Performance Based
Blissful Peace Foundation	Social Media Marketing Hindi Content Writing Event Management Fund Raising	₹2000 - ₹8000
Fresh Paprika	Merchant Acquisition Talent Acquisition Institutional Sales Customer Relations	₹10000 - ₹18000
Coho	Sales and Marketing	Performance Based
Molog Media	Content Writing	₹2000
TDG Partner	Market research Lead Generation Business Development HR	Performance Based

## Do your research

Before the interview, it is imperative to spend time **researching the company**. You can look at their website, as well as search online for recent news and press releases. On the job site Glassdoor.com, you'll find reviews of companies, as well as insider tips on interviewing.

Be ready for the interview question, "What do you know about this company?" If this question is not asked, you should try to **demonstrate** what you know about the company on your own.

Also, have a **list of your own questions** to ask the employer ready. In almost every interview, you'll be asked if you have any questions for the interviewer. It is important to have at least one or two questions prepared in order to demonstrate your interest in the organization. Otherwise, you might come across as **apathetic**.