NINETY SECOND COMMERCIAL

Commit to memory the answer to...
"Tell me about yourself"

KEY COMPONENTS

Name
Years of experience
Functions/ industries
Segues:
I began my career...
Then I...
While in this position...
Most recently...
What brings me here today is...



"Tresenting your best and highest self in a minute and a half or less."

Hi I'm Sally Walker...

<u>I have spent the last 17 years as a human resources consultant,</u> mostly for national or regional consulting firms, but I have also enjoyed the trials and tribulations of starting and running a business.

<u>I began my career with Tech Temps in 1993</u>. It is a Denver based company that places engineers and technical people in temporary positions. I opened up and managed a Phoenix branch office. It was my first "real job" and, if it hadn't been for my inexperience and fair amount of naiveté, I might have thought twice about doing a start-up as the first step on my career ladder. I didn't know the "tummy twisting" angst of flipping through the yellow pages looking for clients, cold calling and begging for the time of perfect strangers.

But the challenge of starting from the ground floor and trying to build something from nothing - turned out to be very exciting. I hired 2 recruiters and spent the next 6 years placing designers, drafters, and tech writers for most of the engineering and high tech firms here in the Southwest Desert. We achieved just under \$4K in 6 years and were the "number one" office in a seven office business.

<u>During this time I discovered that what I enjoyed most</u> and what I was best at was helping people who applied to our company create a strategy for finding the best job. I found myself doing this as kind of an interesting

side job because the real goal in recruiting is finding people for job requirements, rather than finding jobs for people. Soon I would have a chance to shift my focus to coaching people in job search.

<u>In 1990 I was recruited by Barrett International</u>. They are an international outplacement firm and needed what they called a utility player in their Tucson office – that is, I spent about a third of my time marketing, another third helping people develop the skills needed to get a new job; and the other third being the right arm to the general manager.

<u>I've been doing this type of work for the past 9 years</u> - splitting my time between marketing, and coaching. <u>Most recently</u> I have done this with a Tucson firm called the Career Management Group.

And what brings me here today is my hope to use my experience in start-ups and my background in marketing and delivery to help build a business. I am at the point in my career where it really makes sense to build equity and invest in my future. So I am delighted to have the chance to talk with you about the opportunity at XYZ.com.

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