

CCB-How to Maximize Your Online Presence

>> I want to welcome everyone to the Carson Career Fall Series.

My name's Leanne Ralstin.

I'm a Career Consultant for the Carson College of Business,

and I'm excited to get started with today's event,

"How to Maximize Your Online Presence", sponsored by Cintas,

one of our sponsors of the career networking night this fall.

As everyone logs in,

I'd like to remind you of a few following guidelines.

Mute your microphone if it's not already muted.

If possible, turn on your videos so we can see you.

Q&A will be at the end;

you can raise your hand or you can use the chat box to ask a question.

WSU students, if you could complete the survey provided at the end of the session,

we'd really appreciate it.

With no further ado,

I want to introduce Jennifer Dittel,

who's a sales representative, and Ellie Hirsh,

who is a management trainee with Cintas.

Thank you, ladies.

>> Awesome. Hi, guys.

I will go ahead and share my screen, and we will get started.

Awesome. Can everyone see my screen?

Sweet. Thank you for introducing us.

My name's Ellie Hirsh. I am a Management Trainee at Cintas,

but also a WSU alumni,

so as always, go Cougs.

Then I'll let Jenny introduce herself as well.

>> Hello everyone. I'm Jenny.

I'm also a WSU alumni,

and I was a management trainee,

but recently graduated into a sales representative role.

>> We're here to tell you how to maximize your online presence and just some tips to stand out during this virtual career fair that we're all trying to figure out.

Although I'd love to be there this fall,

I know Jenny and I always look forward to coming back to the WSU campus and being able to see you guys face-to-face.

I think this will be equally as awesome.

Just a little agenda of what we're going to go over,

we are going to show you how to get ready before

the career networking night,s and on

the career fairs, and how to get ready for your interviews.

During that, we'll talk about creating your WHY,

preparing your pitch, how to research the company.

Then during the event,

we'll give you some tools on what you can do during the event,

how to own your square,

and what to do to follow-up with that company

after you've been interviewing with them or talking to them.

To get started, I'll talk about creating your why.

What I mean by this or what are some of your non-negotiables for a company?

For example, some of my personal ones

when I was going through the career fair two years ago,

I really wanted something that was close to home,

so location was really important to me.

Stability was another big one,

I really wanted to be with the company that I knew would be around five,

10, 15 years down the road.

It was super important to me that I was with a stable company.

Then another one was growth opportunities, especially for women.

So don't be afraid to ask some of

those questions when you are sitting down with employers.

I know I asked Cintas,

what are the opportunities for women within the workplace to grow and climb the ladder?

Incoming salary is another one,

it was hard for me to talk about when I was still a student,

but make sure you know the salary range that you're looking

for before going into and agree with the company.

Equality is another big one.

Then lastly for me, having an open door policy with leaders that are approachable,

so I wanted to be able to work for a company where I felt comfortable asking

the general manager the same question as I would an hourly frontline partner that's working out in our plant.

Then when you think about your why, take some time to truly think about what they are to you and personalize them because you're the one that's going to be working for that company.

Then ask yourself, does the company that you're talking to or interviewing with have those characteristics.

For me, Cintas hit almost every single box, and of the top three that were most important, they knocked it out of the park, and they hit everything that I was looking for in a company.

I'll pass it over to Jenny, she's going to talk about preparing your pitch. I'm sure you've all heard about an elevator pitch.

Taken away, Jenny.

>> Awesome. A pitch is super, super important.

You only have a short amount of time to talk to your employer, and you got to make sure that you're allowing yourself to stand out.

You got to think about, what can I say that encapsulates all of me, but gets the point across also in a short amount of time?

Usually in first impressions,

you got about 1-2 minutes to make

your impression on somebody before they start thinking and having their own opinions about who you are as

a candidate and what they would think about you as an employee.

I would practice this as much as possible,

grab friends to talk about it,

do it in front of the mirror if you are

a little bit too embarrassed to do it in front of somebody else.

But a pitch is really what can differentiate you

from somebody just giving you a flier and moving on,

well this would be in the physical sense,

or wanting to talk a little bit more and getting

deeper and knowing all those why's and how,

you can uncover a lot of those why's right away before you even get into the interview.

But also keep it vague.

Think about it as like a verbalization of your resume.

Your resume should only be one page,

but it doesn't show everything that you've done,

but enough that you can answer questions.

Thanking about like, what situation are you currently in?

What organizations are you a part of?

Are you in any leadership roles?

Where do you want to go? What do you see with your future?

What do you want to do down the line?

Maybe five years, 10 years,

that's very important, and how are you going to accomplish your goals?

They want to know like, okay,

do you have drive?

Are you moving somewhere,

and are you positioning yourself in a way that you can get to

where you're meeting your goals and that fits in with the company goals as well?

I had a pitch that I'll just share very quickly that I had it when I was at WSU.

It was, "Hi, my name is Jenny.

I'm currently an executive board member

for Alpha Kappa Psi Professional Business Fraternity.

I'm a student in HR,

and I have X,

Y, and Z accolades.

This is all of my other involvements,

and I'm looking for this in an employer."

Something like that. Just really,

really short, but enough to let them know like,

what are you currently doing and how you could fit in with the company in the future.

Now we're going to the next important part, which is research.

It is so important that you figure out

what the company is about that you're working with,

and who's going to be at the recruiting events.

What companies align with your "Why?"

There's so many different companies out there that do so many different things.

There's a spot for everybody,

we just do a little bit of work to figure out who it would be.

Which representatives you are meeting with.

Usually on LinkedIn, you can figure out who's the recruiter for your area for a certain company.

They'll sometimes post about the events that they're going to if even just look at what their posts are.

What positions they're currently hiring for.

You could have your dream company be at the career fair, but they might not be hiring for a position that you're qualified for, which is something very important to look out for.

It doesn't mean that they're not always going to be, but knowing the timelines of when they post positions and what specifically they're coming in with.

Because some years, a company will come in looking to fill certain spots, and another year they'll look to fill another.

It's good to connect with those people on LinkedIn as soon as you can, message them, say, "Hey, I'm going to be at this career fair.

Are you going to be there?

What positions are you currently hiring for?"

Then also digging in a little bit more about the companies and going to the company websites, looking up their stock price, things like that.

That way you can cut out a lot of the companies you might not need to talk to, so that way you can streamline your time,

because everybody's busy, you probably got to go to class or something in-between.

Just keeps it short and sweet and effective.

I'm going to pass it back to Ellie.

>> Awesome. We are actually going to practice

and do some of the things that Jenny was just talking about.

So bear with me, let's hope that this works.

Perfect. Sorry, I knew there would be

some technological thing that I wasn't able to hear out.

Just to give you as an example of some of the things that Jenny was talking about.

This is obviously the Cintas homepage,

so if you were to look at Amazon or Microsoft,

they would have something similar.

But here, there's a lot of information,

so take your time.

Shamelessly spend a couple of hours looking

at some of the employers that you're interested in.

You can see down here at the bottom,

we actually have investor information,

so it talks about our stock price,

which as of today,

our stock price was 317.99, which is awesome.

That's important for a lot of people.

Then some of the other things,

the link wasn't working earlier,

so I won't make you guys watch my screen,

just do the circle of death.

Click on the About Us and a lot of the employers that you're looking at,

and that'll show some of the important things that you may be looking for.

This will go into some of the safety procedures and policies that we have at Cintas.

Our corporate sustainability report are diversity and inclusion,

things that tie into your why.

You might be able to find some of them

here and then maybe it'll set you up for a question that you

want to ask the employer during the interview or when you stop by their booth,

you can come prepared and really show that you did your research.

Like I said, most websites will have an About Us section

and they'll talk about things that company has in the news.

Like Jenny said, their stock price,

different locations that they have if that's something that's important to you as well.

While we're here, I'll talk about Cintas as well.

Just because I know when I went through the career fair,

I had no idea who Cintas was,

and now that I'm familiar with it,

I like to call the biggest company that no one has heard of.

We help customers and companies get ready for the workday.

We provide a wide variety of products and services.

We actually have three divisions.

So we have the rental division,

which is our biggest division.

Then we have a first aid and safety division,

and a fire protection division.

Our rental division consists of uniform and apparel,

and then facility service products.

We rent uniforms and

facility service items to a wide variety of companies across the nation and Canada.

From floor mats to toilet paper, to shirts, pants,

we basically do everything that you could think of,

to get a company ready for the workday.

The whole idea is that that customer never has to leave their front door to

get everything that they need to run their business for the day, week, month.

We actually come in service those accounts on a weekly basis,

and then we actually launder all of the products and services for them as well.

Just a little tidbit on it,

I will stop sharing and reshare my PowerPoint,

so bear with me for just a second.

Now that you guys had a little bit of an idea of how to practice,

you guys can implement that and like Jenny was saying,

do it before the career fair,

maybe you once you figure out the businesses that you were interested at the career fair,

do it before you go into an interview.

It's really important that you research about your company because it

shows that you are more invested than

the average person that's just coming by to stop by the booth.

You can prepare questions that show,

I really like Cintas over these other companies,

how can I impress them with these questions?

That's something that is really important and I wish I would have done a little bit

more of researching before I went into some of my interviews.

You never get a second chance to make a great first impression.

Jenny touched on this already,

but she's going to dive into how you guys can make a great impression virtually.

I know it might seem daunting and it's a lot easier to

make that impression in person because people can see you,

they can feel your energy,

it's just a little easier.

But Jenny will talk about how you guys can own

your square and all the virtual events that are coming up.

>> Your square. Our new lives that we have here,

virtually thanks to our current state of the world.

I don't know how many of you have thought too

much about this and what you're already doing.

But when you're coming in front of an employer,

you want to try to go a step above of what you're already doing.

First and foremost, you got to check your workspace.

Make sure that there's nothing in the background if you can help it.

They know that you're going to be at home,

there's nothing wrong with being in your bedroom,

I'm in my bedroom right now.

But you want to make sure that you have no profanity,

nothing that is extra curricular out and about,

and make sure that it stays free from clutter as possible.

If you have to even like set up

a corner in the wall or something because that's the only blank space,

then go ahead and do it.

You can be uncomfortable for 30 minutes for

what the payout is going to be at the end of this.

Check your technology, do some test runs of your Wi-Fi,

making sure everything's connected,

that you have audio, your video's working,

and that your connection is good with your Wi-Fi.

Proper lighting, make sure the light source is behind the camera this way,

so that way it shines onto your face

and lights up your whole body because if it's behind,

usually you get a cast and it washes you out and fuzzes out your face a little bit.

It's just so that way everybody can see you

a little bit better since we can't see you in person.

Angle your cameras slightly above your hairline,

so just ever so slightly up so that way it defines your chin a little bit.

That's just a nice tip.

Dress to impress.

When in doubt business professional,
I say always go business professional in
interview situations and career networking situations.

Dress to impress is a real thing,
especially with Cintas we're like,
first for example, we're a professional image company.

We're going to want to see people who fit the image,
who are also clean,
well shaven, well groomed.

They took the time to get ready and picked out a really nice outfit,
something that's seen as modest but not leaning the lines of casual.

It also depends on what company you're going for and that's where research comes in.

Be aware of your posture and make sure you're
sitting up straight with your shoulders back.

You can usually tell when someone's slouching.

Good posture shows interest and that you're
actively listening and caring about what's going on in front of you.

Eliminate all distractions from your work area.

Put your phone on, do not disturb.

I keep mine across the room usually unless I have an emergency,
but that shouldn't be the case.

Make sure your TV is off.

If you have to go and ask your roommates to be a little bit quiet,
that helps too, and always look at the camera.

Put a sticky note over yourself to stop looking.

I know sometimes I get caught looking at myself just to make sure that I'm looking good.

But usually people can notice if it's one-on-one and you're just looking at your camera instead of at yourself.

Let's go on to example of owning your square.

Show your personality, don't be afraid.

I mean, we're virtual,

but we still want to know who you are and we want to get to know you as a person.

Don't be afraid to show who you are in any sense of the term.

We want your most genuine selves,

so that way we can tell if you're a real fit or not.

That's going to be with everybody because you could

just find your fit someplace else, who knows.

Actively listen, make sure that nodding,

writing down notes something like that.

Sell yourself, that's where the pitch comes in and make it memorable.

Making sure that you have some nice talking point,

learning something about the employer that you're talking to is usually really good.

Do a little bit of rapport building if you have

the time and just try to figure out how long does the recruiter worked there?

How long have they been in their line of work? Something like that.

>> Something just to add a little bit on that as well,

this was in person, so it was a little different for me,

but for making it memorable and doing your research as well,

if you know someone that works at that company, reach out to them.

If there was a friend, a family member,

a cousin or your dad's friend, someone like that,

I had my dad who knew someone within Cintas and I actually talked with

her one on one before some of my interviews and I was able to say, "Hey,

I talked to so and so at Cintas",

and the people that I was actually interviewing with were like, "Wow,

like you went out of your way to talk to this person for 15,

20 minutes and ask her some questions?

"They were super impressed by that.

If you know someone, even if they just graduated,

reach out to them and ask them some questions,

see if they'll give you any tips,

pointers, things like that.

Another little inspirational quote,

nothing great was ever achieved without enthusiasm,

ties into everything that we've been talking about today.

It's extra important that you do bring enthusiasm to the table with at all

being virtual just because we're not there to see your guys,

smiling faces in person.

Saying things and staying connected.

Good follow-up is really important.

Send a handwritten personalized thank you card.

This is something that my dad taught me and I did with everyone that I interviewed with.

Make sure you grab a business card from anyone that you talk to or interview with and take the time to you go out and buy some cards and just write that personal thank you card and then send it to the address that you were given and also stay connected with them on LinkedIn.

We have a bunch of technology available to us, and so if you connect with that person you're going to stay top of mind more so, than someone that doesn't go that extra mile to do that.

Then just always continue learning and about the company.

Stay up to date on their stock prices.

Look at them in the news to see if they've made any acquisitions recently and have bought any companies or things like that because when you go back for an interview or a follow-up and they see that you've been staying up to date on the news or anything like that, it will definitely make you stand out a little more and again keep your name at the top of their mind.

"Oh, that girl Ellie in the interview she really blew me away because she knew A, B and C and she had seen that our stock price had consistently climbed," and stuff like that.

That's almost equally as important as the actual interview is, just saying thank you and it goes along way.

Before we open it up for questions,

if any of you are interested in learning more about Cintas and the management trainee role that both Jenny and myself completed, please sign up for one of our breakout sessions or an info session.

My email is down there along with
our talent acquisition manager and then there's the URL that you guys can take
a picture of or write down and you guys can
register for Cintas information and things like that.

But now we'll open it up for any questions that you guys may have.

Don't be shy, anything that you can think of we're here to answer for you.

I don't know where
the chat box is.

>> Now once now [LAUGHTER] [OVERLAPPING].

>> [inaudible] asking about it being recorded
and I'm just letting them know what's being recorded.

But feel free to ask any questions in the chat box
or virtually raise your hand and just ask away.

>> We were alumni, so we were in your shoes at one point.

You can even just ask our perspective on going through the career fair.

I know that things are a little bit different now,
but I would still like to help as much as I can.

>> I have a quick question.

I'm the one person that just joined right now and asked for the recording.

But I guess since I did miss the presentation,
hopefully guys didn't touch on this topic,
and if you did, you can totally just not answer it.

I can watch the recording,
but what do you all notice sometimes students,

when they're having a conversation?

What do you feel like they're sometimes missing other than lacking to do the research.

Like what do you sometimes feel like is missing,

let say the student is prepared and does the research.

But sometimes, what do you feel like the students could do to just

make that conversation more unique and genuine,

I guess, or more memorable? Thank you.

>> Now Jenny [OVERLAPPING] first?

>> Yes I can. I would say that confidence is usually the number 1 thing,

knowing that you've practiced and that you've rehearsed

talking to strangers about career things.

Sometimes the biggest thing that I noticed is that somebody seems a little

bit too stiff and not quite themselves when they're talking to employers.

That's where coming in and practicing and making sure that you know

your elevator speech and you know generally what you personally want,

what your why's are.

That comes through a lot more when you're confident in practice

versus trying to show up last

second or scrambled together to put this together. What about you, Ellie?

>> Pretty much just echoing what Jenny said,

but something else that I noticed in the past two years that I've been recruiting.

Then when I went into the career fair when I was a student is asking questions to them.

Don't let there be those awkward silences.

Make sure that if you actually are interested in that company,

that you maybe ask them questions when you are talking to them as well.

Don't let them do all the talking,

that's something that I think some students

either lack or maybe they didn't know it was something that they should do,

but ask how long have you been with the company?

What's your favorite thing about the company that you work for?

Where are you from?

They are sometimes equally as nervous as you guys are because we

want to find good candidates just like you guys want to find good jobs.

I'd say that's my probably number 1 bit of advice.

>> Thank you.

>> I see Alyssa asked what did you guys major in?

So I was a business marketing major when I went to WSU and when I first came in,

I was unknown and then I decided on

marketing just because I eventually wanted to go into sales.

>> So I was the human resources major actually,

I was originally going to do business admin

and physical therapy just to eventually run my own business.

But then I realized I didn't want to be

in school long enough to become a physical therapist.

So I switched to business,

mostly for the rate of return on just the degree,

and loved it ever since.

>> I loved marketing. Sorry, I feel like I cut someone off, but [LAUGHTER]

>> [inaudible] has a question.

>> All right. When I get older and in my career,

I want to be a leader.

What are some traits that you see in leaders in your own career?

How do you highlight your traits and make that

apparent when you are part of these career expos?

Because I don't want to be talking to somebody and just be like, "I'm so good at this."

I don't want to see like I'm boasting completely about myself, yeah.

>> Do you wanna start that one Ellie?

>> Yeah. First off,

just to talk about the first thing you said or that last thing you said,

boasting about yourself is definitely not something to be afraid of.

Obviously, be humble, but you do want to talk about yourself

because they're there to learn more about you.

Both Jenny and myself,

that whole idea of the management trainee role is

to be future leaders and managers of Cintas.

Highlighting your own leadership qualities is something that you can

do just by talking to them in the first couple of minutes that you walk up,

you can say, "Hi,

my name's Ellie, and I'm a marketing degree or I'm a marketing major here."

Then talk about some of the things that you like and a lot of those

will go over into some of your leadership qualities.

I am very empathetic, and I talk about some of

my experiences that I had at WSU, and I'm a very empathetic leader.

So I just threw in some things here and there to highlight

that is who I am and I work really well with all types of people.

For an example is I would use my experience with group projects.

With group projects, I was typically always the leader

because I could work well with so many different people and I

understood Josh has a different background

and different things going on and Amy may over here.

You have to be understanding of that and I would use that

often in my examples because it highlighted some

of the things that I was good at as a leader and never be afraid to talk about any of

those things if you're really good with numbers and you know that you'll be

able to lead a team by being numbers-driven.

Just talk about that and that's the stuff they want to hear,

so don't be afraid to talk about yourself a lot.

>> I would also add that make sure that you make

a list of tangible skills like organization,

how fluent are you in certain programs?

Or how much experience do you have outside of school work,

doing actual leadership tasks?

If you're a part of anything in the community.

Making sure that that also reflects on your resume and with tangible numbers.

It's one thing to say that I was an executive member of my fraternity.

But it's another thing to say,

I had an event with x amount of people executed this many days out in advance,
what this much planning and I had a committee of this many people.

So making sure that you're putting tangibles to it, some backup,
and legitimize the experience because somebody can say,

"I have experience," but they're always going to ask, "How?

Tell me more."

Just offer that information up front,
to eliminate the questions.

>> Thank you.

>> Of course.

>> Actually the question about you guys' personal experience of the career fair?

What was the main takeaway for you?

How did you go into it?

>> I'm the student who started going to

the career fair sophomore year scouting out who was going to be there.

I wasn't looking to talk to anybody,

but I went early started scouting,

and then started researching companies on

the back-end and what they typically would come for.

Since I started early and was able to notice patterns of what they were hiring for.

That way as time went on,

I could do less work and cut down on who the companies I actually wanted to talk to were.

Then from there on,

I just would make sure that like starting junior year,

I would go up and talk to people and have them look at my resume and ask for advice.

Right then and there. Since they couldn't hire me for a post-grad role right away,

I was like, " Hey, how can I make myself more marketable for this?"

Even in a post-grad role,

you can always ask for feedback on things like that to employers.

We're willing to give that information,

we just want to help you succeed.

Making sure that, what helps me also was a list of questions that I would ask everybody.

That way I had to list down.

I knew these are the 10 questions I'm going to ask

every single employer and just had that ready to go.

What about you, Ellie? I know you had a different experience than I did.

>> Yeah. Unlike Jenny,

I didn't start going as a sophomore, which is fine.

You can be either person,

I went to the career fair a couple of times.

I think I went once when I was a freshman for a class and I was super overwhelmed.

Then I definitely went junior and senior year and I

think that those are important years to go as well.

For me, I really started focusing heavily

on what companies I wanted to work for an interview with in the Fall career fair.

So fall 2017 before I graduated and I actually had an interview process

with a company and I

decided at the last interview that it just wasn't the company for me.

I had to start over again in the Spring,
which is totally fine and that's how I found Cintas.
I guess my biggest takeaway is
don't stop at a company just
because you don't know who they are and that's where research will come in as well.
I didn't research, like I said,
as much as I should have before going to the career fair.
I probably would have known some of
the information about Cintas and some of the other companies there.
I was definitely one of those students that went straight for the big names that I knew,
Amazon, Microsoft, Google, Target,
all of those really big companies.
But take the time to get to know the small ones,
the small mom-and-pop that have maybe
only 70 employees or go to the companies that you've never heard of because
it ended up being one of the best things that's ever happened to me taking the time to
stop and talk to a Cintas representative because here I am today.
Then how I prepared is I would just take the time before going in,
in your car, and just breathe.
Like I said, know that the employers are equally as nervous as you are.
They want to make sure that they find good candidates to
be their replacement because that's pretty much
what they're looking for is "Who's going to be the next generation of MTs?
That's what Jenny and I are looking for when we're there.

We know that we're graduating the MT program
and moving on to management and leadership roles,
so we want to make sure that our back-fills are going to
be equally as impressive if not better than us.

I would say just take your time to breathe and really give
yourself a couple of hours in there to walk the thing.

It's virtual, so it takes a couple of hours before the actual event
to really see what companies do I want
to talk to you and sign up for more than maybe you're comfortable.

If you were only going to sign up for five virtual slots,
make yourself sign-up for 10 and just go
through and talk to those people because you might surprise yourself.

>> Thank you so much.

>> I have question for Ellie and Jenny.

This is Aimee, everybody.

How has Cintas adapted to this whole virtual world?

What are some of the differences between how things were?

Let's say just a semester ago and you guys were here and then now and what are some of
the adaptations that Cintas is supporting for new partners?

>> Yeah, so do you mean how have we changed as far as when we bring
on new partners or the everyday work life or do you want an answer to both?

>> Both, but mostly thinking about going into
the virtual realm and coming into Cintas and joining the team,
and what does that look like?

>> Yeah, absolutely.

I'll go ahead and answer first.

I know we recently started hiring again,

so a lot of companies had a hiring freeze just with everything going on.

Obviously because we're here,

but I have seen a couple of new onboarding partners come in,

so we call our employees partners.

What we have done in the past is they come in and they have an orientation.

It's a really big deal when a new MT starts because MTs are the future of Cintas.

We are still absolutely doing those.

You would come to whatever location you get hired on to.

Mine was Everett, Washington.

There's a whole day of you get to watch

these fun videos and you get introduced to everyone.

That part will be a little different,

you won't get the tour to be introduced to everyone,

because not everyone is working at our facilities right now.

But you will get to meet some of the key leaders that are there,

like the general manager,

the HR manager, and some of the other leaders within the building.

I wouldn't say it's changed drastically,

but you will have a little more of the

virtual when you're meeting people and going through some of that stuff.

More of that will be virtual than it has been in the past.

But you will still get all the fun stuff of starting a new job
and the excitement and nervousness and things like that.

Fortunately, because we are a customer facing company and we're in the service industry,
a lot of what you would be learning as a management trainee is hands-on,
so not a lot of it has changed for MTs,
you will still go on to the production plant,
we'll have face masks, social distancing.

We literally rent and sell hand sanitizer,
so you never have to worry about running out of it.

We have that all over our facilities,
but you get to jump right in and be hands on.

A lot of it has stayed the same for incoming partners,
especially with management trainees.

I'll let Jenny answer it as well.

>> Yes. Another thing about day-to-day operations for me specifically that has
changed as a sales rep is I've actually moved completely remote from the office.

We aren't able to come into the office anymore with my position.

What Cintas has done in a short amount of time in about April actually,
they bumped up all of their IT network support so
that way they could support an entire salesforce company wide.

This is like nationwide Canada,
to be able to work online safely and not do any damage our IT systems,
and so that way we're able to still meet remotely.

We use Microsoft Teams,

basically twice a week minimum,

and so are able to do everything at home.

For a sales role like mine,

since it's B2B business-to-business,

I'm usually out meeting customers anyways,

so not much about the role has changed besides making phone calls

from home and e-mails from my car versus going into the office.

But it was a very quick pivot, even for Cintas,

because Cintas is a company that has been so ingrained in the experience of

a service-based company that everything had to be in

person to now having to shift to the virtual world.

It was a major shift that was made at once.

We saw our stock price dip like most companies did,

but then we bounced all the way back and actually

have now exceeded what we were pre-COVID.

We've made all the necessary changes and are seeing the labors of that.

>> Fantastic. Thanks for that update.

>> Yeah.

>> You talked about making the box your own basically.

Do you have some stories of maybe what you've seen that you really shouldn't be doing?

>> People in the background is the first thing.

Make sure there's nobody in your background.

Inappropriate signs or sayings or anything that would be profane, violent, etc.

Anything that relates to something you would do on a Friday or

Saturday night in the background is probably not good.

But that doesn't mean you can't show a personality.

You can still have your room decor of cute signs and sayings and pictures and stuff.

Well, think about it as if you were video chatting with your grandma.

[LAUGHTER] That's a weird way to put it,

but if you wouldn't want her to see it,

you probably wouldn't want an employer to see it.

>> Yeah. Something for me that I actually have personally experienced is,

always double check if you are on mute or not on mute because I was on

a company call that had roughly a 190 to 200 people on it,

and some gentleman forgot to mute his microphone,

and we are right at the end of the meeting and

it was an all-day meeting from 8:00 to 5:30,

and it was like 5:35, and you could

hear his wife or someone in the background and he goes,

"Yeah, they're still squawking over here."

He didn't know he was on mute and just kept going on and on,

and our manager was like,

"Excuse me, sir. We can hear you.

We are still talking."

Even though a lot of it will be one on one,

if you don't want to have them hear you then make sure that you're on mute.

Because that's absolutely something that I personally have experienced with

business professionals that have been with Cintas 5, 10, 15 years.

Just make sure you're on mute or don't say anything,
like Jenny said, you wouldn't want your grandma to say.

We know that there might be dogs in the background,
that someone might come home when you're talking to someone.

We know that you're human,
we know that that kind of stuff is going to happen.

But I absolutely agree,
don't have your roommate walking behind you,
make sure you communicate with people that, hey,
I'm going to be having this interview or this conversation with so and so employer,
I really need the desk out in the living room if it's out there or stuff like that.

Then the phone thing is really important.

Make sure that you're actively listening as
well and you're not just sitting there nodding your head because I've
had students when I've been
recruiting and I think it's easier to do virtually than in-person,
which is unfortunate, but even in person,
I'm asking them questions and I can just see it goes in one ear and out the other.

They're not actively listening,
and then when it's over there just like "Mm-hm, mm-hm".

I would say with owning your square,
make sure you are truly listening to that person.

If you have your phone there and you're scrolling through Snapchat,
chances are you're not actually listening to the employer.

>> Also having [OVERLAPPING] your video on.

[LAUGHTER] That's actually so important that sometimes people get overlooked, which is an IT issue sometimes.

But just make sure that you have your video on so we can see you.

>> Yeah. If you can't have it on,

just disclose that and say, "Hey,

my video is not working or the camera broke or something like that."

Like we said, we're human,

we understand to be upfront.

>> I have another question. Do you sometimes get

students actually on their phones while you're talking to them?

Is that really a thing?

>> I haven't experienced it when they are

necessarily walking when it used to be at the Beasley Coliseum.

I haven't seen it like that,

but it's mainly when they're so

distracted that you can tell that they're not interested in what you're saying.

I think we're honing in on the phone so much

because that's probably the biggest distraction when you are virtual.

It's super easy to zone out of a lecture or zone out of a video that you have to watch

for your marketing class and just have your phone

right next to your screen and think that no one can see your phone's right there.

I haven't personally actually seen anyone with a phone,

but it's more of I can tell that they're not engaged and wanting to talk to me.

It's like, well, there's a line of five other people,

so why are you taking up our time talking to you when you're not actually engaged?

I think now more than ever with there being time slots,

it's really important that you need to be paying attention, long story short.

>> I really appreciate your time.

Thank you, Jenny and Ellie.

It's been fabulous.

I look forward to seeing Cintas at our Career Networking Night.