

# WHO Logic

## Pitch Example!

### Introduction:

**"I'm Jane Avatar, a junior majoring in Applied Engineering with a focus on data analytics. I'm really excited to talk with UVW Inc. I have been following the company for a long time and am really impressed with your commitment to using data to support customer engagement."**

### Middle:

**There may be some small talk... When the time is right, pitch!**

**"I am passionate about using digital tools to enhance the customer experience. Just recently, I helped a local restaurant improve sales using Google Analytics to measure digital marketing efforts and Tableau to create visualizations. This work is helping the company make decisions about menus, specials, and customer engagement strategies, and I learned so much from the experience!" (WHAT, HOW, OUTCOME!)**

### End:

**There will likely be more conversation, maybe about the data analytics story, or other skills the recruiter would like to explore. Finish the conversation with action**

**"I would love to learn more about the opportunities available in data analytics with UVW Inc. It would be great to stay in contact. Can I connect with you on LinkedIn?"**