

FAB

Features	Accomplishments	Benefits
Innovative Thinker	Developed new market segment	Increased company sales by \$1.5M per year (MAKE \$\$\$)
Cost Conscience	Reduced scrap by 37%	Saved company \$400K/yr (SAVE \$\$\$)
Team Leadership Skills	Implemented production Team meetings	Cut ppm time by 10% (SAVE TIME)
Relationship Builder	Saved company client	Made company/boss look good

NETWORKING

- **Connecting with contacts old and new**
 - * Former co-workers (don't forget HR)
 - * Professional Associations & Societies
 - * Posting Confidential Resume on Web

- **Sourcing the right Headhunters for you**
 - * High interest level in YOU
 - * Proven track record in YOUR field/profession
 - * Establishing the right working relationship
 - * Calling you before they submit resume
 - * Sharing company names
 - * Assuring Confidentiality
 - * Realistic expectations
 - * Keep your contact information current

- **Using the Web safely and effectively**
 - * Post it confidentially to avoid loss of control and over-exposure
 - * Post on sites in your field of expertise
 - * Post on your own home page for flippers

SOURCING YOUR OWN NEW **EMPLOYER**

- **Web Sites**
 - * Search by your industry/product/service
 - * Use FREE on-line Directories such as Hoovers.com or Thomasregister.com

- **Trade Publications and Newspaper**

- **Chambers of Commerce**

- **Industrial Commissions or Departments of Economic Development (State and Federal)**
 - * lists of company expansions and start-ups

- **Industry Directories**
 - * Harris Industrial Directories

STRATEGIC PLAN FOR **CONTACTING COMPANIES**

- **Making a marketing schedule**
 - * Send out 5 or more resume per day 5 days per week
 - * Starting the 2nd week, call 5 decision makers that you sent your resume to

- **Getting your resume to the Decision Maker**
 - * Use directory resources to identify the name and title of the Decision Maker. Mail it Personal & Confidential.

- **How to get past the Gatekeeper**
 - * Remember, it is the responsibility of the receptionist or Administrative Assistant to screen you out! When they answer, **don't** give them the opportunity to ask who you are or why you are calling.
Example: "Hi, Mr. Decision Maker please. This is Debbie Gaines calling in regards to some material I forwarded to him last week."
 - * If they are not in, ask when you could reach them
 - * Call when the Gatekeeper is less likely to be in

- **Speaking effectively with the Decision Maker**
 - * Is this a good time to talk? Schedule an appointment if needed.
 - * Have you had the opportunity to look at my resume?
 - * Any interest now? Any interest in the future?
 - * Who could they recommend you contact for opportunities?
 - * Can you use their name when calling their referrals?

- **Keeping Records to aide in follow-up & avoid duplication**

FOUR DEAL BREAKER POINTS **IN AN INTERVIEW**

- **Why are you looking?**
There are so many possible responses to this question. The key is to keep it truthful and concise while still satisfying their curiosity.
- **What is your biggest professional weakness?**
The key to this one is admitting the weakness but make sure you also offer the corrective action for this weakness without waiting for them to ask for it. What if they don't ask? You will have just given them the reason to NOT hire you.
- **What are your salary expectations?**
 - * Remember, the first person to talk about \$ loses the negotiating edge.
 - * Your 1st response should be a non-number response.
Example: "I would consider your best offer"
 - * If the interviewer presses for a number give yourself the biggest range possible without overpricing.
Example: "I would consider an offer as high in the 70,s (use your bracket) as I can get but stay in your range."
- **Closing the interview properly. Do they know you are interested?**
Example: "This is the type of opportunity I have been looking for. I hope you will consider making me a part of your team."

These questions can be sudden death in an interview or possibly cost you the best offer you can get. You should prepare as though you are the Keynote Speaker addressing your peers. Script your responses and learn your lines.