

March 9, 2011



GETTING NOTICED

7 Steps to Success!

A Workshop for Job Developers

Paula Axelrod

AGENDA

- Welcome and Introductions

- 7 Steps to Getting Noticed by Building Relationships
 1. Build Target Company List
 2. Get Noticed/Getting Appointments
 3. Research who you are Meeting
 4. Meeting Etiquette
 5. Making a Connection During Meetings
 6. Understand the Hiring Criteria
 7. Staying On the Radar

7 Steps to Success!

**You are the Seller
Your Client is the Product
The Company is the Buyer**

- Understand the company's needs
- Communicate how you can help them
- Deliver results
- Build relationships - takes time - needs attention - nurturing
- Periodic and professional contact can help you build a strong relationship with hiring managers/recruiters/decision makers
- Your goal is to have them contact you first when openings are available

7 Steps to Success!

Step 1 – Build a target list of companies

Research, research, research....

- Industries
- Companies
- Job titles, descriptions and postings
- People – recruiters/hiring managers/decision makers

Where to Find Information

- Company websites
- Search engines – Google, Bing, Indeed, other specialty websites
- BLS and other government websites
- Job postings, websites, receptionists, Human Resources Departments, LinkedIn contacts, etc. to find a connection

7 Steps to Success!

Step 2 – Get noticed/Get appointments through professional and powerful presentations

Use your research:

- To create marketing messages of how you can help companies
- Develop brochures, PowerPoint presentations, enhance website, use success metrics (volume, time to hire, retention)
- Find decision makers/recruiters/managers and call for an appointment:
 - ✓ Make yourself available on their time
 - ✓ Let them know how much time you need (offer less time if that secures an appointment)
 - ✓ Advise him/her if you are bringing additional colleagues to the meeting so adequate meeting room size can be accommodated
 - ✓ May take multiple calls to secure a meeting. Don't give up!

Don't drop info and run – strive for a connection!

7 Steps to Success!

Step 3 – Learn more about the Company and its management

- You can Google anyone these days
- Build networks on LinkedIn so you can connect with decision makers in the future
- Call any contacts you have at the company
 - ✓ Let them know you will be visiting and when
 - ✓ Ask if they can tell you anything about who you are meeting

Step 4 - Meeting Etiquette

- Arrive or call at the appointed time
- Don't be too early and never late
- Bring extra materials in case your hiring contact invited someone else at the last minute
- Create an agenda so you can manage your time/topics covered

7 Steps to Success!

Step 5 – Making a Connection - both personal and professional

Be interested – in the company and your contact

- Small talk, background of contact, what they like about the company
- Talk about your background. What you like about the company
- Find out what they are looking for – the types of jobs – the culture (this is your opportunity to fill in the gaps on your research)
- Share a few sample resumes that match currently posted positions
- Ask for:
 - ✓ a tour
 - ✓ job descriptions/postings
 - ✓ informational interviews with other employees of the company
 - ✓ Be realistic – if your candidates don't qualify – don't force it- the first way out the door is to present candidates that don't fit!
- Leave your professional presentations and business card



7 Steps to Success!

Step 6 – Learn about the hiring process as part of the agenda

Managers/Recruiters are seeking candidates with the right:

- Skills
- Knowledge
- Culture Fit
- Attitude
- Experience
- Education

Pre-screen your clients and select only those who meet this criteria:

- Saves recruiter/manager time
- Increases likelihood of a successful hire
- Develops your reputation as a good business partner

Remember – you want the hiring manager or recruiter to contact you when openings come up!

7 Steps to Success!

Step 7 - Stay on the Radar

- Ask for the opportunity to work on a position
- If no current jobs are open– ask about best way to can stay in touch and how often
- Send a thank you note by email (another opportunity to reinforce your messages)
- Send periodic emails with articles of interest – use your social networking skills but in a different manner
- Alternate calling and emailing
- Develop follow up system so you can monitor your contacts

Thank you!

And remember: the 3 P's
Prepared, Professional and
Personal Contacts

Paula Axelrod
LinkedIn
paulataxelrod@gmail.com



Resource List

- Company Websites
- LinkedIn
- Google, Bing, Yahoo, Yelp, etc.
- Hoovers
- Dun and Bradstreet
- www.quintcareers.com/researching_companies.html
- www.bls.gov/OCO/