



AppleOne



Navigating the Hiring Process



AppleOne's mission is to find, to understand, and to fulfill the needs of another. It is our humble honor to support our talent throughout their career with coaching to interview with impact, leading to improved job offers. We have assembled over 50 years of experience and employer feedback into a guide that will help you navigate today's hiring process. The job market is hungrier than ever for talent. Employers are hiring, and there are many good jobs available. However, competition is setting a very high bar for job seekers. Now more than ever you want to distinguish yourself from other applicants in order to receive a job offer. The techniques in this *Navigating the Hiring Process* workbook have been designed to help you present yourself to employers as a true investment. Because the methods in this guide have been tried and proven by thousands of candidates, we are confident that if you diligently work through this book and complete all of the exercises, you will improve your chances of getting the interview and getting the job.

“AppleOne helps with your job search, provides career advice, and continually looks to get you placed in a job which match your skills/experience.”

–A. Kumandan,
Human Resources Coordinator,
NYC Wall Street, NY

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SECTION 1:

Taking Stock of Your Career Priorities



*All our dreams can come true if we have the
courage to pursue them.”*

–Walt Disney

Step 1: Your Top Priorities

There are more than 7 million employers and nearly 150 million jobs in the US alone. By identifying your top priorities up front you will be able to target the right companies quickly, create effective pro-con lists to help in your decision making, and communicate confidently with hiring managers. This step will ultimately help you to secure a job that will bring you a high level of satisfaction.



I was very impressed with the seriousness in which they viewed my job search as well as the wide variety of tools that they made available to me in order to improve my professional prospects and growth.”

—Christi S., Billing Clerk, Glenview, IL



1. *List career priorities*

The first step in your career search process is determining your priorities. List all priorities as they come to mind in the box below. Examples of priorities may include: maximum commute range, percent of required travel, job level (i.e. worker, manager, director, VP, etc.), defined career ladders, hours/days, autonomy, company reputation, company culture, dress code, team vs. individual work focus, salary, etc.

Activity Alert!

Create a priority list

2. *Rank your priority list*

What are the top 5 priorities or characteristics you want in your next job?	Rate it based on your most recent position	What will you seek in order for that priority to earn 5 stars?
1.	☆☆☆☆☆	
2.	☆☆☆☆☆	
3.	☆☆☆☆☆	
4.	☆☆☆☆☆	
5.	☆☆☆☆☆	

3. *If two companies offered you the same salary, which priority would be the tiebreaker?*

Step 2:

Your Target Employers List

Next, assemble a list of 25 desirable employers by printing internet search results, collecting printed leads, and hand-writing a list of companies that come to mind. You are focusing on your commutable, geographic zone, and will be refining it later.



Activity Alert!

Assemble Desirable Employers

Sources of companies for this list include:

- ✓ Companies you already know that you would like to work for
- ✓ Companies in the same industry as your current or former employers (AKA competitors)
- ✓ Companies that worked with or provided services to your current or former employers
- ✓ Companies where your friends and family work

Insider Tip

Excellent resources for company information:

LinkedIn

www.linkedin.com

FindTheCompany

listings.findthecompany.com

(for a list of all companies within your commutable zone)

glassdoor

www.glassdoor.com

Based on your top priorities and your companies with realistic jobs available, your goal is to prioritize the top 25 companies. These will become your first round of Target Employers. Fill in your list below:

Step 3:

Your Top Job Functions

Stay Focused – Pursuing Realistic Jobs

The number one secret of a successful job search, according to hiring managers, is to seek positions that match your existing job history and qualifications and that typically pay within your acceptable salary range. This workbook will encourage you to apply for positions that closely match your employment history.

Ask yourself these questions about your Target Employers after doing some internet research:

What position can I best perform, or am I best suited for with them?

What is the likely salary range for that position?

Is that salary range within my own acceptable salary range?

What education or training has prepared me for that position?

What skills do I have for that position?

What work experiences are similar to that position?

What professional references would vouch for my ability to perform that position well?

What percent of the typical position requirements would require training?

Compared to nine other applicants, where would I likely rank?

Think About It...

List Your Top Three Job Functions to Pursue:

Insider Tip

Forms and additional information
are available at
www.appleone.com/NHP

Step 4:

Your WIFM Commercial

Before you start contacting your Target Employers, you need to know how to describe yourself as an investment. Fortunately, this is easy. Put the shoe on the other foot. Employers are hesitant to make a hiring decision when they have doubts about which candidate will have the most success in solving a real business problem or make the biggest contribution to their growth. Your challenge is to position yourself as a solution worth paying for. How can your abilities contribute as an eventual financial or productivity benefit? Address the employer's primary concern of "What's in It For Me" or WIFM.



Activity Alert!

ID Your WIFM



When deciding what contributions you are likely to make, employers consider these aspects based on your past accomplishments:

1. Contributions you've accomplished in the past. Especially if a financial contribution (\$) highlighted.
2. What people who have worked with you said about you.
3. Your level of relevant experience to each task to be performed.

1 What you have done in the past (list examples of things you've done in your current or past jobs to):

Save process time example(s)

\$ Save expenses/money example(s)

What is your lasting contribution?

\$ Increase sales/make money example(s)

\$ Increase productivity/output example(s)

What awards or special recognition have you received?

2 What would people you've worked with say about you?

How would your best colleagues and supervisors describe your work?

How would your best colleagues and supervisors describe what it's like to work with you?

3 What experience do you have that relates to your Target Employers?

Years of experience in related jobs

Relevant education

Years of experience in target industries

Relevant training or certifications

Great job - right?! We hope you are pleasantly surprised, as others have been, to recall the many things you have accomplished.



For over 50 years we have placed people nationally and have seen that building your script based on the methods below yields the most frequent employer call back success.

Creating a WIFM Commercial About Yourself

- 1 State quickly a job function/industry/tenure so that they can rapidly frame what you are – job function wise.
- 2 State your best 1-2 contributions to keep their attention to read more. Quantify your contributions whenever possible. How many, what %, how long, etc. To add greater impact, shape your contribution into an example success story. Stories are easier to remember and re-tell to their executives. Tell them the story of a time when...
- 3 State what a boss or co-worker would say about your personal characteristics. They are as close as an employer can get to your proof!
- 4 The best reference is the boss. When you are stating what a boss would say, state their job title and first name. It sounds more believable and impressive than just stating, “my boss.”

Now you will fit the traits and accomplishments you identified in Step 4 into a script:

WIFM Commercial Script

- 1 I have _____ years of experience in _____.
(in target job function | in target industry | performing a key related job task)
- 2 In that time I was able to _____.
(most impressive 1-2 examples of what you've done-be quantifiable)
- 3 My _____ (Boss, first name/job title | colleagues)
- 4 would tell you that I am _____
(most relevant traits of what people you've worked with would say about you)
because I _____.
(second most relevant and impressive thing you've done)

Top Action Verbs

Top Action Verbs to Help with Writing Your Script

People Skills

- Articulated
- Collaborated
- Composed
- Convinced
- Defined
- Enlisted
- Interacted

Organizational Skills

- Catalogued
- Categorized
- Charted
- Classified
- Compiled
- Monitored
- Routed

Marketing/ Promotional Skills

- Moderated
- Reconciled
- Reinforced
- Specified
- Summarized
- Created
- Customized

Technical Skills

- Constructed
- Converted
- Debugged
- Designed
- Fortified
- Overhauled
- Programmed

Data/Financial Skills

- Analyzed
- Assessed
- Corrected
- Forecasted
- Netted
- Prepared
- Projected

Management/ Leadership Skills

- Controlled
- Delegated
- Developed
- Directed
- Established
- Generated
- Improved

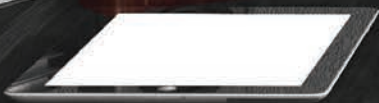
Helping Skills

- Advocated
- Aided
- Clarified
- Collaborated
- Resolved
- Simplified
- Supported

Additional Action Verbs Available at:
www.quintcareers.com/action_skills.html

Insider Tip

Practice saying your script to others until you feel comfortable with it. This script will later be customized into your job applies, telephone calls, post apply follow-ups, and post-interview thank you letters.



SECTION 2:

Preparing for the Search Process

“*One important key to success is self-confidence.
An important key to self-confidence is
preparation.*”

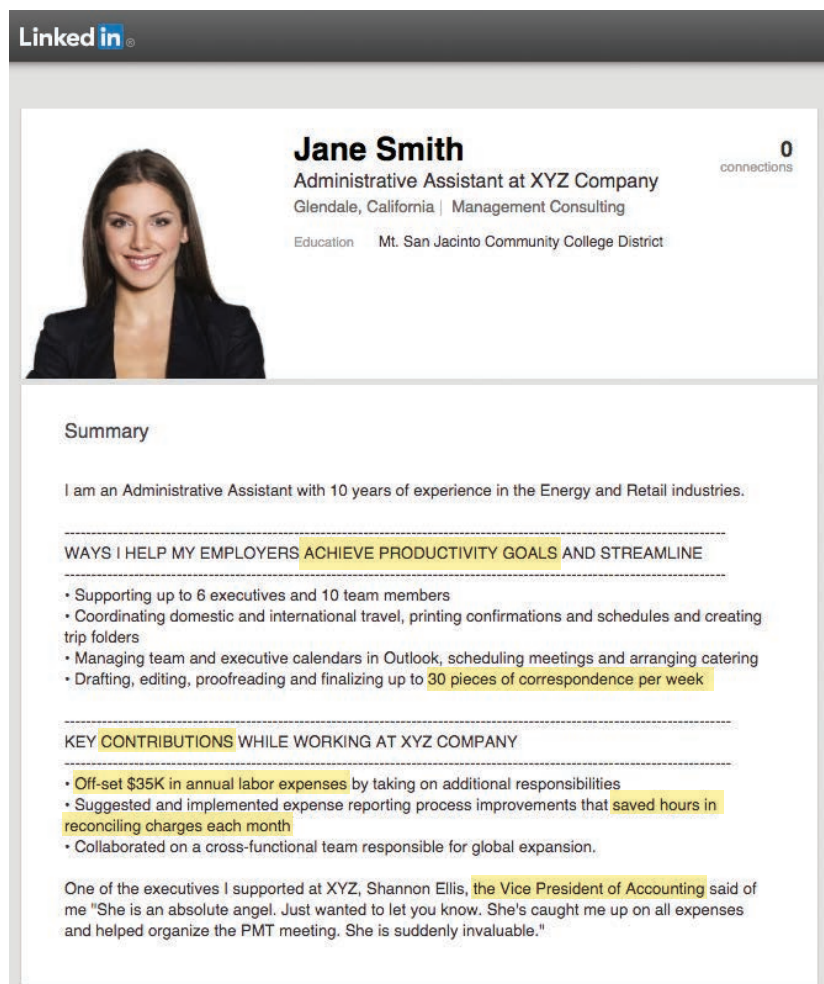
–Arthur Ashe

Step 5:

Being Found on Social Media

WIFM Profile Summary

The summary section of your LinkedIn profile is the first opportunity to get someone interested in you. You will use a version of your WIFM commercial to introduce yourself, but you will break it up into a format that has shorter paragraphs or bullets, which will be easier to skim.



LinkedIn

Jane Smith
Administrative Assistant at XYZ Company
Glendale, California | Management Consulting
Education: Mt. San Jacinto Community College District

0 connections

Summary

I am an Administrative Assistant with 10 years of experience in the Energy and Retail industries.

WAYS I HELP MY EMPLOYERS ACHIEVE PRODUCTIVITY GOALS AND STREAMLINE

- Supporting up to 6 executives and 10 team members
- Coordinating domestic and international travel, printing confirmations and schedules and creating trip folders
- Managing team and executive calendars in Outlook, scheduling meetings and arranging catering
- Drafting, editing, proofreading and finalizing up to 30 pieces of correspondence per week

KEY CONTRIBUTIONS WHILE WORKING AT XYZ COMPANY

- Off-set \$35K in annual labor expenses by taking on additional responsibilities
- Suggested and implemented expense reporting process improvements that saved hours in reconciling charges each month
- Collaborated on a cross-functional team responsible for global expansion.

One of the executives I supported at XYZ, Shannon Ellis, the Vice President of Accounting said of me "She is an absolute angel. Just wanted to let you know. She's caught me up on all expenses and helped organize the PMT meeting. She is suddenly invaluable."

Insider Tip

Getting Found on LinkedIn

You will appear in LinkedIn searches more often if you have more connections, and if you have keywords that employers are searching for in your profile. Employers are likely to search for job titles, skills, and industry names. So, connect to as many people as possible, and look for those keyword opportunities.

Do Some Research

What Will an Employer Find if They Google or Facebook You?

According to a CareerBuilder survey:

48%

of employers will use Google or sites such as Facebook to research candidates

27%

will monitor the candidate's activity on Twitter

23%

will review the candidate's posts or comments on rating sites



Step 5:

Being Found on Social Media

Getting Viewed

Did you know that people with a LinkedIn profile photo are viewed seven times more often than people who do not have a profile photo?

People form an immediate impression about us when they see our picture, so be sure to select a photo that communicates that you are trustworthy, experienced, successful, smart, and motivated.

Tips for Selecting a Great Photo

- ✓ First impressions are all about you – only show you in the photo.
- ✓ Make eye contact – face the front with both eyes visible.
- ✓ Just like a handshake – smile with sincerity and confidence; show your energy.



Good Examples



Improvable Examples



Avoid Common Mistakes

- ➔ Party pictures or sunglasses
- ➔ Cartoons and rendered pictures
- ➔ Pets, children and nature shots
- ➔ Obvious selfies or screenshots
- ➔ Full length photos
- ➔ Poorly cropped or lit
- ➔ Out of focus

Step 6: Getting Your Resume Seen

Have you ever applied for a job you knew you were “perfect” for, but then they never called? You have an awesome background, so what happened? You may be surprised to learn that your resume can get booted from an employer’s application process if it is not formatted for their Applicant Tracking System (ATS).

Tips to Get Through Applicant Tracking Systems

- **Complete.** Complete every section in an on-line application. If you leave anything blank you may be rejected before anybody even looks at your application.
- **Keywords.** Customize the resume for the specific position using keywords exactly as written in the ad including the job title, criteria for success in the position as well as keywords for skills somebody looking for that position would be likely to search on.
- **Supporting Words.** Modern ATSs look for keywords in context, so be sure to surround your keywords with other supporting words rather than just listing them.
- **Certifications.** Include any certifications you have. If you are pursuing a degree required by the position you're looking for add: pursuing a _____ degree in _____.
- **Job Title.** If you're applying for a specific job, include a single, centered line in bold below your contact information which states that you are seeking a position as (job title), with (company name).
- **Avoid Fancy Designs.** Things like graphics, tables, borders and shadows may look nice, but they confuse the ATS. This means you risk not having your information scanned at all into their system. Do not use lines across the page. Some ATSs read this as the end of a page.
- **Fonts.** Use standard fonts such as Arial, Georgia, Tahoma, Trebuchet, and Verdana and keep them to 10 or 12 points (ATSs get confused by larger type).
- **Save.** Save your resume as a .doc, .docx or .txt. (.pdf, .rtf and .jpg are not ATS friendly).
- **Resume Sections.** ATSs scan and create your record using the sections of your resume. Use clearly named resume sections: Summary, Work Experience, Education
- **Work Experience.** When listing work experience, start with the employer's name, followed by your title, followed by the dates you held the job. Each can go on its own line. Never put the date of employment before the employer's name.
- **Headers and Footers.** Make sure all information is in the document and not in the headers or footers.
- **Bullets.** Avoid special characters or accents for bullets.
- **Abbreviations.** Use both the spelled out version and the abbreviation. For instance: Certified Public Accountant (CPA)
- **Upload.** Don't submit multiple resumes to the same company. You can apply for multiple jobs, but be sure the resume is consistent. If given the option, it's better to upload a resume than to cut and paste into a text box.

72% OF RESUMES
are never seen by employers

Step 6:

Getting Your Resume Seen

Example of a Risky Resume

1 Contact info

Include phone number.
Ensure email address
sounds professional.

2 ATS layout, spelling & grammar

Cross check your layout
to the ATS Checklist on
page 15. Avoid lines and
complex layouts that may
confuse ATS scanners. Use
"Work Experience" not
"Professional Experience."
Have somebody proofread
for spelling and grammar.

3 Match job functions and objectives

Experience should
match your objective
and the job to which
you are applying. Edit
positions or information
that isn't needed to span
employment gaps or to
demonstrate relevant skills.

4 WIFM points and tangible contribution (\$/%/#)

Have you documented
your abilities and success
stories with quantifiable or
tangible points such as
(\$) dollars saved or earned,
(%) growth, or productivity
units/hours saved or
increased?

Jane Smith

1 radicaljane287@hotmail.com

Objective

Seeking a position as an accounting manager or other department management role. 2

2 Professional Experience

Administrative Assistant for XYZ Company

2 5/2011 to 3/2015

While at XYZ company, I was responsible for supporting executives and team members. I especially enjoyed working on the corporate newsletter since it allowed me to be creative and broke up some of the routine of my regular duties.

Duties:

- 4 Provide administrative support to executives and team members
- Coordinate domestic and international travel, print confirmations and schedules, create trip folders
- Reconcile credit card charges each month and prepare expense reports for reimbursement
- Draft, edit, proofread, and finalize correspondence
- Manage team and executive calendars; schedule meetings, arrange catering
- Prepare and update department spreadsheets and reports
- Collaborate effectively on cross-functional teams
- Suggest ways to improve processes; identify ways to improve my team's performance
- Seek out and assist with extra projects as needed or requested

Administrative Assistant for Widgets and More

8/2005 to 5/2011

While at Widgets and More, I was responsible for organizing the back office, and also helped to work the floor as required. I liked my boss a lot, but I ultimately decided to leave because I didn't really enjoy having to work in the store and smile, smile, smile as the store managers used to say. I was looking for something that wouldn't require such a "people person," type of personality and found something where I can be exclusive back-office. 3

Duties:

- 4 Process new hire paperwork, prepare training manuals, draft new hire schedule, conduct orientation
- Prepare weekly shift calendar, coordinate coverage for employee absences 2
- Prepare requested quotes and proposals for sales associates
- Process orders
- Provide back-up coverage for sales associates
- Offer and open promotional credit accounts to customers
- General office duties

3 Waitress for Yummy Food #3

1/2003 to 4/2004

- Demonstrated excellent customer relations
- Suggested desserts and apps to increase per check average
- Provided fast and friendly service
- Trained new servers

Education

AA - Social and Behavioral Science, 2004
Mt. San Jacinto - Menifee

Skills:

MS Word, Excel, PowerPoint, Outlook, Windows XP/Vista/7, FedFil, C1, E1, various proprietary databases.

Example of an Effective Resume

1 Remember your audience

Write for your audience. Include a description of the company/industry to help describe what you've done and to highlight industries you have experience with. Make titles and dates easy to find/scan. Think in terms of what they need and need to see.

2 Keywords

If an employer were filling a position, what keywords would they use to find you? Check your resume for inclusion of those keywords. Weave them through the resume. You can also include a section at the bottom of your resume.

3 State obvious job function matches and use their lingo

List what skills and experiences they are seeking and then cross check that you have matched those priorities on your resume. Do not risk letting them connect the dots. Use lingo they used to describe yourself.

4 WIFM points and tangible contribution (\$ | % | #)

Have you documented your abilities and success stories with quantifiable or tangible points such as (\$) dollars saved or earned or (%) growth, or productivity units/hours saved or increased?

Jane Smith
(555) 555-1234
janesmith@gmail.com

Work Experience

1 XYZ COMPANY - A global provider of equipment and services to the energy sector Administrative Assistant, 5/2011 to 3/2015

- Provide administrative support to 6 executives and 10 team members
- 3 • Coordinate domestic and international travel, print confirmations and schedules, create trip folders
- Reconcile 100's of credit card charges each month and prepare expense reports for reimbursement
- Draft, edit, proofread, and finalize up to 30 pieces of correspondence per week
- 2 • Manage team and executive calendars in Outlook; schedule meetings, arrange catering
- Prepare and update 3 monthly department spreadsheets and 8 reports in Excel and PowerPoint
- Collaborate effectively on cross-functional teams
- Suggest and implement ways to improve processes; identify ways to improve my team's performance
- Seek out and assist with extra projects as needed or requested

4 Contributions and Recognition

I saved the XYZ Company \$35K in annual salaries by taking on extra responsibilities and assisting 2 additional executives, saving the company from having to hire additional employees.

"She is an absolute angel. Just wanted to let you know. She's caught me up on all expenses, and helped to organize the PMT meeting. She is suddenly invaluable."

–Shannon Ellis, Vice President of Accounting, XYZ Company.

WIDGETS AND MORE - The region's largest supplier of widgets with 5 retail locations Administrative Assistant, 8/2005 to 5/2011

- Process new hire paperwork, prepare training manuals, draft new hire schedule, conduct orientation
- Prepare weekly shift calendar, coordinate coverage for employee absences
- Prepare requested quotes (avg. 10 per week) and proposals (avg. 3 per week) for sales associates
- 4 • Process more than 450 orders per week
- Provide back-up coverage for sales associates
- Offer and open promotional credit accounts to customers
- General office duties

Contributions and Recognition

I saved Widgets and More \$10K annually by researching and hiring a janitorial company to service all 5 retail locations, obtaining a group discount on multiple locations.

"Jane, the meeting was a huge success! Thank you for organizing the meeting, lunch, and dinner!"

– Thomas Perry, Store Manager, Widgets and More

Employee of the Month Jan 2006, June 2009, and March 2011

Education

AA – Social and Behavioral Science, Mt. San Jacinto - Menifee
Pursuing a B.S. in Business Management

Skills:

MS Word, Excel, PowerPoint, Outlook, Windows XP/Vista/7, FedFil, C1, E1, QuickBooks Pro 2009, various proprietary databases. 10-key by touch 2



Step 7:

Your References Are a Decision Maker

Employers recommend you be prepared to provide six references. They have emphasized that when deliberating between applicants, it is usually the reference feedback that is the tiebreaker. References may include supervisors, executives, and peers. With six references with complete contact information to choose from, your potential employer can get what they need, which prevents them from moving on to an alternate applicant. Be sure to confirm references are comfortable recommending you and plant the seed for what they should tell a potential employer. Thank references after they recommend you. A nice thank you card goes a long way to keep them open to serving as a future resource.



Activity Alert!

Get Six References

Name: _____	Day Phone: _____
Current Company: _____	Main Email: _____
Current Title: _____	Time To Contact: _____
Relationship*: _____	

**-Former title/Co. - did you report to them or work with them?*

Reference template available at appleone.com/NHP

First Call to Confirm a Reference

It is great speaking with you again. I was just thinking how much I appreciated you as a mentor. I am preparing for a career change and I was wondering if you would feel comfortable recommending me to another employer.... (wait for response). Thank you so much. I will let you know before I provide your contact information to anyone, but generally which daytime phone number and email address would be best? I know they will ask me to provide your current title and company. May I confirm that _____. Great. I really appreciate this. If there is ever anything I can do for you, please let me know.

Follow-up Call About a Target Company

My career search is starting to produce some results. I am applying for a job at _____, and they have asked for references. Are you going to be around in the next few days or is there anything I should let them know about the best time or method to get in touch with you? Thank you. They are looking for somebody who: _____, and as you recall I _____ and _____ when we worked together from _____ to _____ at _____.

(date) (date)

(company)

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“The two ideas that I thought were good advice for any applicant were first to look on the social media web pages as a form of interactive researching up on the company and after the interview walking in a personal handwritten thank you note. Great stuff!”

– S. Callahan, Computer Programmer,
Temecula, CA

Step 9:

Search Readiness Checklist

Before you begin your outreach:

- ☐ Facebook and other social profiles are locked down for privacy to prevent potential employers from seeing unprofessional posts
- ☐ Profile photos on social media sites are quality images and appropriately professional
- ☐ Resume is proofread by several people
(consider having your past manager or co-workers review it to provide feedback about what they remember made you great!)
- ☐ References are confirmed, completely documented, and printed
- ☐ Preliminary messages are sent or calls to your entire network are done
- ☐ Outgoing cellphone voicemail message and hold music sound professional
- ☐ Ring-back tones that play music when somebody calls you are turned off
- ☐ Professional sounding email address is established
(avoid fluffybunny@joke.com, instead use name@gmail.com or similar). Note that some email providers such as AOL or Yahoo may be more aggressive in blocking mail from automated systems. Consider using an email service that is less likely to block job offers or be sure to check your spam folders and white list all companies you are expecting email from
- ☐ Is it time for a haircut?

Before you go on an interview:

- ☐ Dry clean or purchase at least two good suits ready for interviews (see page 40 for advice on interview attire)
- ☐ Set aside money for babysitters, parking, haircuts, and other interview needs
- ☐ Ensure you can have reliable transportation within a two-hour notice
- ☐ Assemble a list of past employment dates and addresses to make applying easier
- ☐ Try to find current contact information for former managers
- ☐ Get a supply of thank you cards
- ☐ Assemble an interview kit with four copies of your resume, references, and any support documents such as certifications and appraisals

Congratulations! By completing the exercises to this point, you are already better prepared than half of all job seekers. Keep it up. Your next career step is within your reach.



SECTION 3:

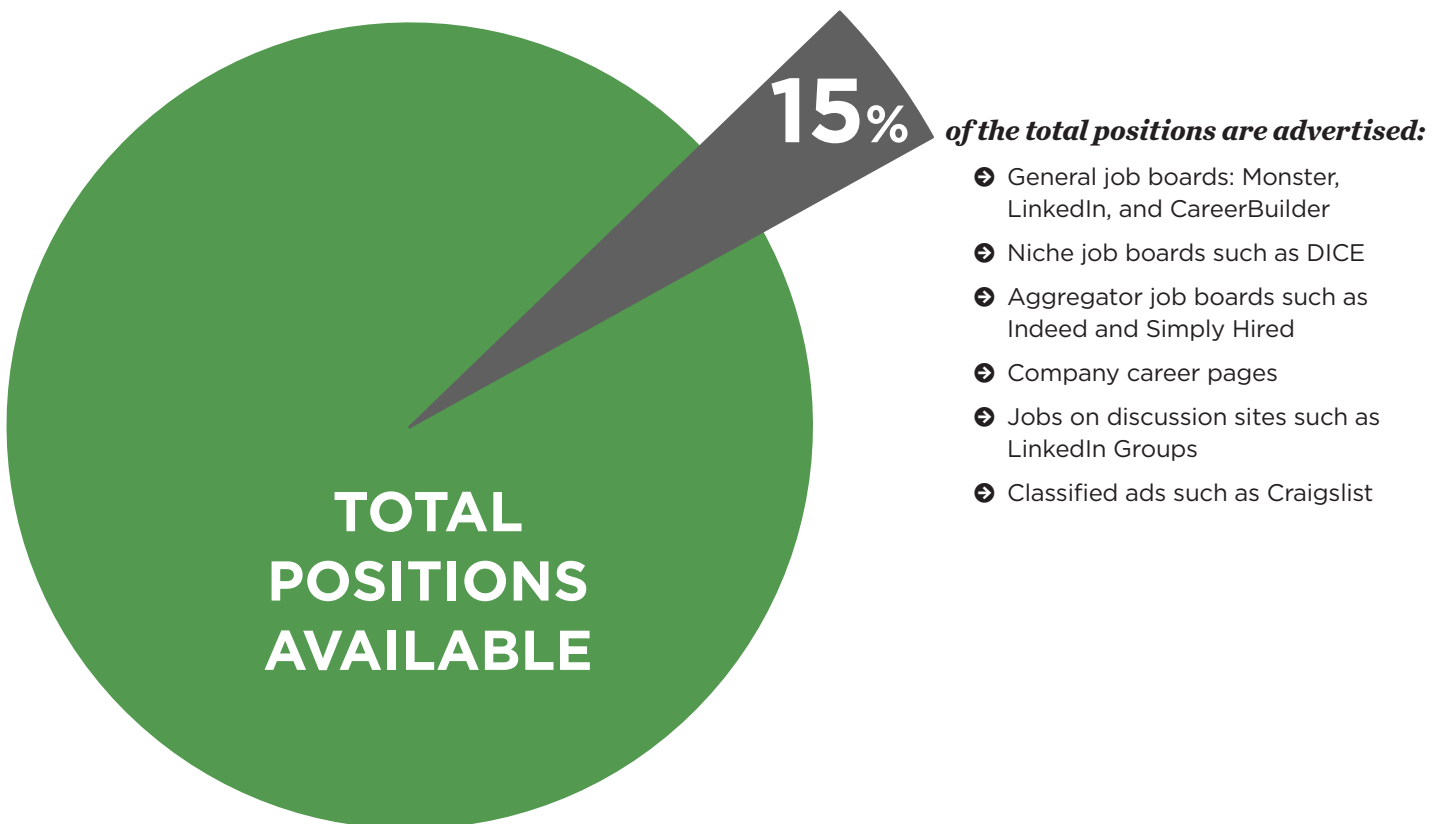
Secrets of a Successful Job Search

“*Many of life’s failures are people who did not realize how close they were to success when they gave up.*”

–Thomas Edison

Step 10: Finding the Most Job Openings

Ask 10 of your friends where they found their last job and chances are some will tell you job boards or employment services. However most will tell you somewhere else, and that is an indication of where you should spend most of your time during a job search. You should absolutely set up some saved searches, job alerts, and apply to jobs on-line. Those resources are effective, but they are 15% of the total job opening market. The other 85% of the job opening market is not advertised. This means 85% of your time should be spent directly reaching out to target employer department managers, interacting with your network, and researching the hints that indicate unadvertised jobs.



Finding the remaining 85% Unadvertised Jobs

- ➔ Check your Target Employer's web site for a careers page.
- ➔ Follow their LinkedIn page for employees that have left, news of new projects. Employers do post jobs in their updates.
- ➔ Check your LinkedIn connections to see if they know anyone in the company they can help introduce you to for "Networking." Then sell yourself in your own words when you get the intro.
- ➔ Share the company with your AppleOne Hiring Advisor to see if they know anybody in the organization or have any insider tips.
- ➔ Find the person in charge of a likely department (see *Google Search Tips* on page 25) and call or email to introduce yourself and what you can do.
- ➔ Internet search such as Google Ads.
- ➔ Referrals such as Facebook and Twitter connections.

Step 11:

Get In the Names Game

Your goal is to directly contact the person who has the power to interview you – instantly jumping you past an ATS or HR's filtering process. To do that you have to get in the names game by getting the names and email addresses of hiring managers. Getting their phone number is the gravy.

If you have a contact in the company they can give you contact names and information and even make an introduction for you. If you don't have a contact, the internet can help you with this using a few powerful search techniques.

How To Find Names

- HOME

SERVICES

ABOUT

CONTACT
- 1

Visit the company web page to see if they list management bios on their web site. This is typically in the About section of the site.

History

Mission/Values

Management
- 2

Try a simple search for the company name and likely titles on Google. Or a more advanced search that targets additional profiles on LinkedIn. Just replace company name and title with your target employer and variations of a likely title for who you are looking for.

Google

XYZ Company Director of Finance

Q

Google

site:linkedin.com (inurl:com/pub | inurl:com/in) -inurl:pub/dir XYZ Company Director of Finance

Q

- 3** Go to LinkedIn > Click on Advanced Search > Then on People

Search

in

Advanced <

People

Jobs

Keywords

First Name

Last Name

Title

Search

Reset

How To Find Email Addresses

Company email addresses often follow a recognizable pattern such as **firstname.lastname@company.com**. Look for examples on the company site, or try the following Google search. The asterisk (*) is important to find email addresses.

Google

email or contact me at *company.com

Q

Once you have the pattern for your target company, plug your target hiring manager's name into the pattern, and try calling the company to verify it:

I'm supposed to email some important documents to Jill Smith, but the email is being returned to me. Is her address jsmith@company.com or do I have that wrong? Great. Do you have her extension by any chance?

There are several fields in this search, but the important ones are Title and Company. Put in your target company and try a few likely job titles.

Step 12:

Target Employer Introduction

Customize your **WIFM** Commercial for a Target Employer

- A** Pick one Target Employer: _____
- B** Start by stating something that your research into their company revealed and match that to something from your background that shows how you can help them and why you would be a good fit for their organization. In making them the focus right away, they will immediately be curious to hear what you have to say about them. Stating that you have already done research demonstrates that you are a serious, proactive candidate. Now, follow that statement with your matching skill. Be sure to use terms and lingo familiar to them, such as found on their website, press releases, and job openings.
- C** Add your Personal WIFM Commercial from page 8. Be sure to customize your traits and accomplishments according to their needs. Make the match. If you have a job posting or job description, clearly match their bullet point needs to your background. Your goal is to ensure they do not miss the point that you are a match for the position.
- D** Close by creating a sense of urgency and ask for a response.

Activity Alert!

Target An Employer



Sample Target Employer Email

- A** My research tells me that _____ could be a good fit for my background because I see an opportunity to make a contribution to your _____
(you/your company)
- B** _____
(state a learned or expected need for your skills).
- C** (Insert **WIFM** commercial speech from Page 9)
- D** I am going to be networking in your area next week and hoped you could be available for a brief introduction. Your time is valuable and I would focus on our introduction being a good use of your time. Would next week be reasonable or would a time to speak with me briefly on the phone work better?



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SECTION 4:

Training for the Interview

“

I was once afraid of people saying, ‘who does she think she is?’ Now I have the courage to stand and say, ‘this is who I am.’”

–Oprah Winfrey

Step 13:

Making a Great Impression



Before The Interview

What To Wear Checklist



You want the interviewer focused on what you are saying, not what your clothing or other non-verbal cues are saying about you. Be neutral. People sometimes make the wrong assumptions. You can express your individuality after you get the job.

- ☐ Clothing should be conservative professional.
- ☐ Make sure clothing is comfortable for sitting or standing. Remember that you may not be sitting at a desk so be careful about clothing that may shift as you sit or be revealing.
- ☐ Undergarments should not show through clothing.
- ☐ Hair should be groomed and should not cover your eyes or fall into your face.
- ☐ Nails should be clean.
- ☐ Jewelry should be subtle, neutral, and kept to a minimum. Avoid anything that moves or may be distracting.
- ☐ Earrings are fine but other piercings should be removed.
- ☐ Cover tattoos.
- ☐ Avoid scents of any kind. Allergies are common and some scents are too individual to risk getting their preferences right.
- ☐ Avoid smoking before the interview.
- ☐ If you drive, make sure your car is clean. You never know who will see you arrive or leave.



Your Interview Starts as Soon as You Get There

- ✓ Arrive alone.
- ✓ Arrive early.
- ✓ Practice your handshake and warm smile.
- ✓ Greet the front-desk person. State your full name and the name of the person you're there to meet.
- ✓ Don't bring in any food or beverages.
- ✓ Eat a breath mint (optional).
- ✓ Don't fidget while waiting.
- ✓ Don't get too comfortable. Avoid talking on your cell phone, playing games with your phone or texting. Stay focused on your Success Form (see page 39) and a good introduction.
- ✓ When you are called for your interview, thank the receptionist. When you leave thank them again.
- ✓ Your introduction looks like this: you are smiling already, making eye contact, say 'hello I am glad to meet you,' the hand shake is a squeeze but not a death grip, and you let them lead the way.
- ✓ If you have time, wash your hands and check everything one last time.
- ✓ Remember that you are awesome! **You've got this!**

Before The Interview

What To Bring With You



- ☐ Researched notes on the company (mission statement, values, recent news, bios)
- ☐ The Interview Success Form completed
- ☐ The job posting if applicable
- ☐ A notepad and pen
- ☐ At least 4 high-quality copies of your resume and references
- ☐ 4 Thank You cards

I was guided through various aspects of the job interview (some that I had not even thought of before) and was given excellent advice and great tips on preparing a good interview."

*—R. Gutierrez,
Data Entry and Customer Service Representative,
West Covina, CA*

We have an immediate need for a proactive Collections Representative with ^{1.} 2+ years of experience soliciting payments for overdue accounts. The ideal candidate will be able to demonstrate ^{2.} excellent customer service skills. In this position, you will ^{3.} respond to incoming questions from clients and educate them and/or solve their issues to result in prompt payments. The relationships with ^{4.} our clients are sensitive, so you must show good judgment while still achieving ^{5.} high collection rates.

Skills/Traits Needed

Your Job Match Examples

1.	2+ years of experience	↔	<i>I have 3 years of experience as a Collections Representative.</i>
2.	Excellent customer service skills	↔	<i>My boss Frank, the Collections Manager for Best Widgets, LLC awarded me The Customer First award because of my skill with achieving high collection rates without resorting to threats.</i>
3.	Respond to incoming questions and educate them or solve their issues to result in prompt payments	↔	<i>For instance, one client was 55 days past due on a \$250,000 invoice. I contacted the client and learned that they had several questions about the way the invoice had been formatted. I worked closely with the Accounts Receivable department to generate a replacement invoice that resolved the client's questions. Not only did this result in immediate remittance of the outstanding balance, the client personally contacted our company's CEO to praise the way I was able to respond to their needs.</i>
4.	Sensitive to client relationships	↔	<i>While working at Consolidated Widgets the top sales executive, Tonya, was so impressed by my judgment and sensitivity to her clients' needs, I was the only collections representative she would allow to contact her clients.</i>
5.	High collection rates	↔	<i>I was able achieve 95% collection rates compared to the company average of 80%. This resulted in saving the company more than \$5 million in write-offs.</i>

Activity Alert!

Job Match



Job Match

Take a Target Employer job posting and fill in the Job Match

It's easy, right? Now you try. Find a job you want to apply to and match yourself to it.

1. Employer's priority skills/experiences/traits needed for the position:	2. Your Job Match skills/traits/experiences:
Most Important Skills:	Skills:
Most Important Experiences:	Experiences (any \$ contributions come first):
Most Important Traits:	Traits:

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Step 17: The Interview Success Form

Now let's put all of the pieces together in your Interview Success Form. You will use this form to practice your interview skills, then you will take this form with you on your interview.

It's a plus if Hiring Managers see your materials, as it proves you took the time to prepare and really care about their time. Practice with this form before each interview until you are smooth and natural and don't need it any longer.





Interview Success Form

Company Name _____ Name of Interviewer/Title _____

Address _____ Interview Date _____

Phone _____ Email _____

WIFM Commercial (Step 5, Page 9)

Thank you for the opportunity to learn more about your needs and to introduce myself.

You may recall that I have _____ years of experience in _____

(target job title / in target industry / key related job task)

In that time I was able to _____

*(most impressive **brief success story** of what you've done (be quantifiable) you can elaborate based on their questions throughout the interview)*

My former Boss, first name/job title _____ would tell you that I am _____

(most relevant 1-2 traits of what the employer would want in a culture fit)

Would you like me to elaborate on something first?

Job Match (Step 13, Page 31)

<i>You mentioned earlier that you need</i> ↔ <i>I am interested and able to complement that because I:</i>	
Job Skills/Abilities/Traits of the Position	Your Job Match Examples

Toughest Question You Expect (Step 16, Page 32-34)

Toughest Question: _____

My Response: _____

Job Specific Questions (Step 17, Page 35)

Example: *What sets your company apart from your competitors? (warmer)*

1. _____

2. _____

Salary Question Response

"Thank you for your interest in ensuring I am approachable. I assure you I intend to accept a fair offer that reflects my experience and qualifications. Is there a range you are working within?"

Get the next interview - get the job

After discussing this opportunity and what you need to have accomplished, I am confident that I would do an excellent job. For example _____. I am very impressed with you and your company because _____. I work hard every day, I am loyal and take pride in continually improving. I would like to be a contributing employee at your company and I hope you will offer me this job. May I address any last points or can we set the next interview date now?"

Interview Success Form

Company Name _____ Name of Interviewer/Title _____
Address _____ Interview Date _____
Phone _____ Email _____

WIFM Commercial (Step 5, Page 9)

Thank you for the opportunity to learn more about your needs and to introduce myself.

You may recall that I have _____ years of experience in _____

(target job title / in target industry / key related job task)

In that time I was able to _____

*(most impressive **brief success story** of what you've done (be quantifiable) you can elaborate based on their questions throughout the interview)*

My former Boss, first name/job title _____ would tell you that I am _____

(most relevant 1-2 traits of what the employer would want in a culture fit)

Would you like me to elaborate on something first?

Job Match (Step 13, Page 31)

<i>You mentioned earlier that you need</i> ↔ <i>I am interested and able to complement that because I:</i>	
Job Skills/Abilities/Traits of the Position	Your Job Match Examples

Toughest Question You Expect (Step 16, Page 32-34)

Toughest Question: _____

My Response: _____

Job Specific Questions (Step 17, Page 35)

Example: *What sets your company apart from your competitors? (warmer)*

1. _____
2. _____

Salary Question Response

"Thank you for your interest in ensuring I am approachable. I assure you I intend to accept a fair offer that reflects my experience and qualifications. Is there a range you are working within?"

Get the next interview - get the job

After discussing this opportunity and what you need to have accomplished, I am confident that I would do an excellent job. For example _____. I am very impressed with you and your company because _____. I work hard every day, I am loyal and take pride in continually improving. I would like to be a contributing employee at your company and I hope you will offer me this job. May I address any last points or can we set the next interview date now?"

Step 18:

Mock Interview Assessment

It is time to do a mock interview several times and assess yourself for readiness. We recommend that you and your interview partner both fill out the assessment to compare results.

Role play the four (A-D) interview steps with your Interview Success Form.

SKILL		PAGE #
A	The Hello: first handshake, eye contact, comfortable smile and tone, offer copies of your resume	
B	The Interview Questions: answer all the toughest ones	
C	Asking 2-3 job related questions and ending with a turn-around question	
D	Close with a compliment and asking for the next interview or job	

Activity Alert!

Practice the Interview *(13 times creates a habit)*



	Below Average 1 pt.	Average 3 pt.	Above Average 5 pt.		Below Average 1 pt.	Average 3 pt.	Above Average 5 pt.
Quality of the hello aspects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Asked good questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offered copies of the resume	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Demonstrated interest or enthusiasm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfortable speaking tone and demeanor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Able to maintain poise and smiling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear & concise answers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Thanked them for their time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Believable "worth paying for" answers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Asked for the next step or the job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ending tough questions with a question	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	TOTAL POINTS:	<hr/>		

Using the value for each given category, add up your score and find out if you're ready or need more practice:

POINTS

46 - 55: Ready to win!

37 - 45: More practice needed in low scoring areas

19 - 36: More practice overall is needed

Needing more practice is just another opportunity to be the best.

Remember that professionals do not merely train to compete - ***they train to win!***



SECTION 5:

Making It to the Next Step

“*Our lives are not determined by what happens to us but how we react to what happens, not by what life brings us but the attitude we bring to life.*”

–Wade Boggs

Step 19:

Four Steps After Your Interview

At the End of Your Interview

You have four mission critical steps to complete...and then get back to the job search.

- 1** Sign the Thank You card you brought and leave it at the front desk before you leave the building.
For example:

Dear _____,

Thank you for taking the time to meet with me today. I enjoyed learning more about _____
(company name)

As you described the position and I developed a stronger sense of the company's culture, I grew increasingly excited because it felt like such an amazing fit. I am looking forward to our next opportunity to speak.

Thank you,

- 2** Take notes of the interview experience right away that day. Resolve any questions or missing points in your follow-up letter and/or calls.

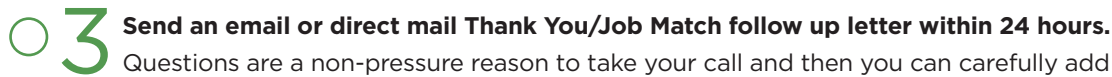
- i. What questions did they ask? Do you need to add value to any of them in your reply?

- ii. What were the answers to your questions? Can you do the job? How do you know? Prove it.

- iii. Cross check your priorities – is this the right place to work for you?

- iv. What did you learn about the most important personality traits to be a good team fit? Do you have those traits? How do you know? Do you have an example of a time when that trait was demonstrated?

- v. What did you learn were the top skills/abilities/experiences they were looking for? Do your job matching again.



As I mentioned earlier, I work hard every day, and take pride in doing things to exceed expectations. I would like to be a contributing employee at your company and I hope you will offer me this job. May I answer any questions or can we speak again soon?

4 Check-In Call

During the int

This is _____ (name) . During our interview for the _____ (position/title) position, you mentioned that you expected to be scheduling a second round of interviews at about this time, so I wanted to check in to see if I could answer any lingering questions for you or schedule that follow-up interview. I am still very excited about the position. I've been doing some more research about _____ (company name), and I discovered _____ (key fact from your research), which reconfirms my belief that I would greatly enjoy being a very successful and contributing employee for you, because _____ (job match) . Please call me back so that I may answer your remaining questions about the measurable contributions I can make on your team.

Step 20: Your Job Search Roadmap

So far, you can be proud that you have increased your job search success over other people who are not as committed as you are. Once a job apply or interview is done, it means it is a job well done and now you can get back to the job search process.

The Weekly Job Search Activity Roadmap

- ➔ **Top Job Posting Applies:** Select five job postings weekly to dig in and apply what you have learned to a follow-up goal of two additional forms of outreach (email, call).
- ➔ **Top Target Employer Applies:** Select five Target Employers weekly to dig in and apply what you have learned to a follow-up goal of three additional forms of outreach (cover letter, email, call).
- ➔ **After The Interview Follow-up:** Interviewees should have completed follow-up within 24 hours according to our busiest hiring managers.
- ➔ **Growth Activities:** Stay confident and energized during your job search. Remind yourself weekly of all the useful accomplishments and relationships you have achieved so far. Remember that the lack of response to your outreach is not indicative of you as a valuable person in the workforce. Incorporating personal and professional development activities into the search process will add long term value to you as well.

Your Roadmap

The reality of a job search is that it is a process that needs to be worked consistently. This is easier said than done. By creating a weekly plan for your job search, you will have the peace of mind and confidence that you are instituting all the best practices towards success. You are training to win and we salute you!

Activity Alert!



Fill Out The Tracker

3 **Gratitudes:**

A positive attitude is scientifically proven to increase mental productivity. Document three new things you are grateful for each day.

1 Random kindness: Kindness is proven to create a sense of personal value and satisfaction – plus reciprocation from kindness brings surprise rewards. Perform an act of kindness for another person.

2 Fresh air: You never know who you will meet and the change in your environment keeps you fresh. Get out of the house two days a week at least: walk, have coffee with someone, apply for jobs in a new area with WIFI.

2 Network: You have already learned that the number one source of a new job comes from networking. Plus it will foster your communication skills and confidence. Network with someone new or reach out to someone long untouched two times each week.

1 New knowledge: Remember the saying “When you are green you grow – and when you are ripe you rot” You finally have the time to grow, which increases your value as someone who can prove that they pre-plan and focus on personal growth. Employers will be keen to hear you relay your growth plan and it will tangibly add to your inventory of abilities. One time per week research trends, take a course, practice a skill, study – add a new piece of professional knowledge.



Job Search Weekly Activity Tracker

Date: _____

5 Top Job Posting Applies	Applied Company/Date	Contact Name, Email, Phone	Job Title/City	Follow up email 3 days later	Follow up call 4-5 days later

5 Job Post Applies Done ☐

Target Company Contacts	Contact/Date	Contact Name, Email, Phone	Job Title/City	Follow-up Email Less Than 3 Days	Follow-Up Call 2-3 Days Later

Target Employers Complete ☐

Follow-up After the Interview

Interview Follow-ups	Interviewed Date	Contact Name, Email, Phone	Job Title/City	Follow-up Email Less Than 3 Days	Follow-Up Call 2-3 Days Later

Interview Follow-up Complete ☐

9 Growth Activities	Monday	Tuesday	Wednesday	Thursday	Friday
3 Gratitudes	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
1 Random Kindness	<input type="checkbox"/>				
2 Fresh air		<input type="checkbox"/>		<input type="checkbox"/>	
2 Network - Reach out		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
1 Get new knowledge					<input type="checkbox"/>

Finished Growth Activities ☐

