

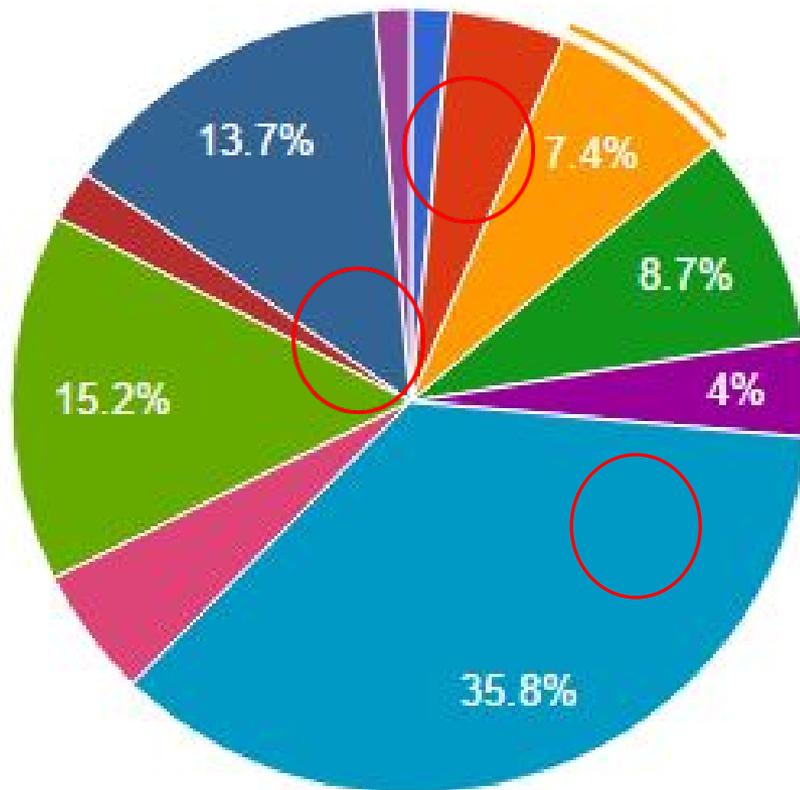
Presented by: **Maryland Community Health Initiative**
Penn North Community Resource Center
&
Innovative Advancement Career Development



The Power of Specialized Job Hunting Tactics

The Purpose of this Presentation is
to:

Discuss what verbiage we
encourage clients to use in the
field



- Social Media
- Port Triton
- Direct Employer Contact
- Employer Websites
- Employment Agency
- Internship/Previous Experience
- Job Fairs
- Networking
- On-Campus Interviews
- Online Job Boards
- UCSD Alumni Connections

Online Marketing (online resume posting) yields an 8 percent chance of success in uncovering the next opportunity

Referrals from within the organization (18 percent) and outside the organization (9 percent) are the most successful ways to land the opportunity.

Time Allocation Suggestion

1. Networking 35%
2. Researching Companies 25%
3. Applying to Positions 25%
4. Searching for Positions Online 10%
5. Working with a Recruiter 5%



It is well established the benefit of networking and how talking to people in person can improve one's success in job hunting



* So what verbiage suggestions do we offer individuals that we work with

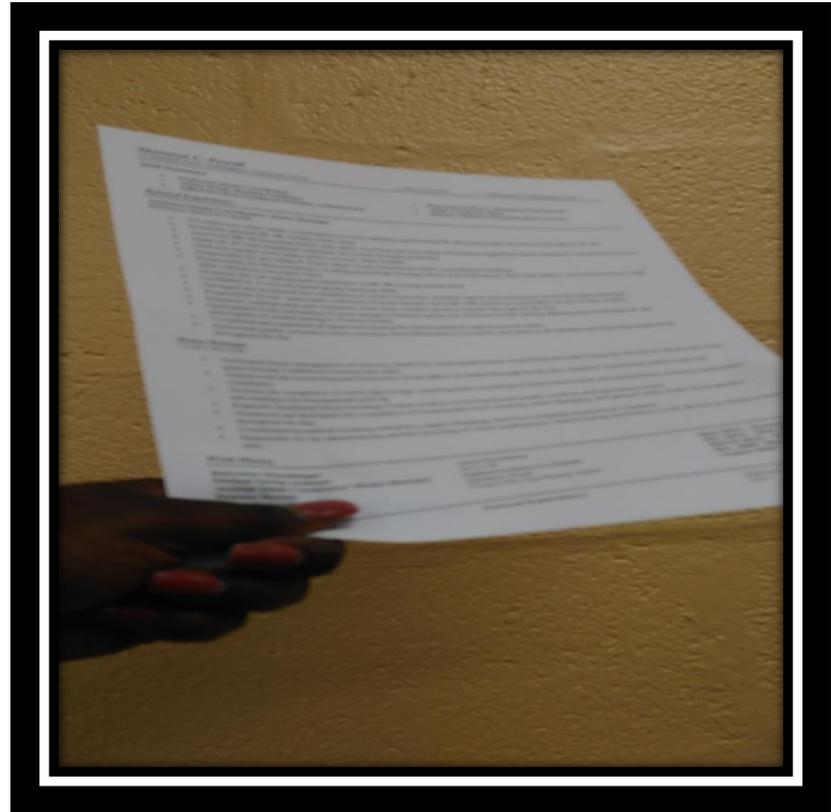
The core of this information will “pick-up” from the latter parts of successful job search.

So certain things should already have been accomplished

We at Innovative Advancement believe and reinforce some of the following...

The Resume`

- Job Specific
- Heavy Quantification
- Heavy Keyword Usage
- Properly Formatted
- One Page Hybrid *
(Executive Resumes`
excluded)



*However format style open to preference

The Look

- Business Wear
- Business Casual Wear
- Properly Fitting
- Clean



The Timing

- ❑ Scheduled job search
“field” time
- ❑ Scheduled computer based
job search time
- ❑ Cycle of Information
- ❑ Tracking





To guide individuals we work with find some success in gathering information in the field or online regarding company decision makers...

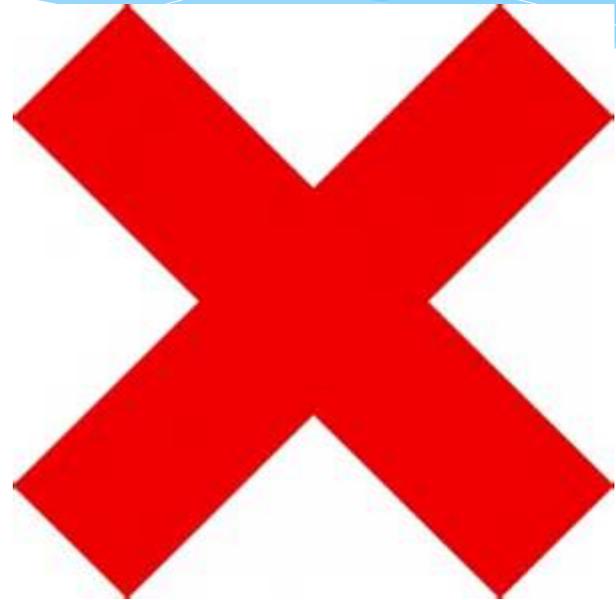
What ideas do we discuss with clients to use in the field or over the phone at these moments?

These Moments



What it is not:

- Not a script
- Not “Trying to sound smart”



What it is:

- ✓ An array of useful verbal “tools” to use at the right time when the expected and the unexpected come up.



Build timing in the use of these verbal tools



Words are Tools

As with any tool, some are more affective than others, and some tools were just made for specific situations

Active/ Prompting Voice

VS.

Passive / Asking Voice

The power in these tools allows our job seeker to utilize a persons (employer`s) natural social inclinations to attain that job interview.

Adds Prestige
to Job Searching



Accomplished by utilizing proven field sales tactics.

Job searching is like selling yourself, so how can you maximize the results of your job search **without** crafted, sales centered verbiage.

Don't Panic

Skills and application will grow with practice.

Verbal Tool Layout





“Investigate”



“Investigate”

- Encourage looking for a job in a purely investigative manner

*Simply gathering information. **NOT** from the perspective of if the company is hiring or not.*



“The Nod”

“The Nod”

- **Well-known sales tactic**
- Add slight yet vigorous nods to questions that you are asking need a “yes” to
- **This adds the body language that you are almost expecting for them to answer in the affirmative**
- Add a series of nods to investigative questions like these, it increases the responders to answer in the affirmative or be more likely to add helpful information to your inquiries
- **Shows the important human soft skill or trait: POSITIVITY.**



“What’s the best...Who’s the best”



“What’s the best...Who’s the best”

Ask well-tailored, simple questions as to control the type of response you will receive



“What’s the best... Who’s the best”

You **DO NOT** want to ask... *“Can I have the number to your manager?”* - ***You don’t know the answer to that question, or worse, the person can say NO, you cannot have the number to my manager.***



“What’s the best...Who’s the best”

If you ask...”What’s the best number to reach management”- The answer you are “knowing” you will get is in direct reference to the question asked.

You want to ask “What is the best number you can reach management” **and NOT whether you are “allowed” to have the number to management.**



“The Don’t Look Up Rule”



The Don't Look Up Rule

- To be used in conjunction with asking “What’s the best” and “Who’s the best” type questions.
- Encourage being poised to write information -that body language affects a person to talk- and usually it is with information that you’ve requested
- Making eye contact at certain times can actually invite rejection



“The Switch and Bait”

“The Switch and Bait”

- We may face opposition in getting phone numbers to the decision makers. We can use this opposition to attain the email information that one would really actually need to forward ones resume`.
- If you find that a gatekeeper is being objectionable with giving you the decision makers phone information, you can just CASUALLY say-”You know, I can send the information via email. What’s the best email to send it to?”



“Selective Wording and the Power of
Anonymity”

“Selective Wording and the Power of Anonymity”

- THEY DON'T KNOW YOU AND THAT'S A GOOD THING. They don't know if you're a client, a business partner, a customer, someone from a state office- we could go on and on- so you want to use this anonymity to your advantage.



“Did I catch you at a Good Time?”

“Did I catch you at a Good Time?”

- When you are able to catch a decision maker on the phone or in person, one of the most important sales tactics you will utilize
- It allows you to “trap” the decision maker into setting up an interview with you
- Your follow-up is the same regardless of answer
- Make a point to start off these phone or in person interactions with management with this question. It leads to the perfect set up for your introduction



“This Week or Next Week”

“This Week or Next Week”

- Once you have introduced yourself to a potential employer and asked if it was a good time to speak
- Great... I am an experienced food service professional of 10 years'. I am very interested in your company. Do you think THIS WEEK OR NEXT WEEK, maybe around Wednesday or Thursday is a good time to talk about some of the work you do?



“The Deaf Ear”

“The Deaf Ear”

- Just repeat the same intro you previously said
- Keeping it short and sweet is a powerful tactic
- You may go into that you are looking for work a little more directly if necessary
- You are looking for an interview, so remember to end your short intro again with- **”IS THIS WEEK OR NEXT WEEK THE BEST TIME TO SCHEDULE A TIME THEY CAN TALK ABOUT SOME OF THE WORK THEY DO**



“The Closed Letter Approach”

“The Closed Letter Approach”

- This is an opportunity to make sure that your resume` is looked at like an important document addressed directly to the decision maker
- Take the time to make a cover letter and enclose both cover letter and resume` in a closed envelope
- Loose resumes` go in the resume` pile
- A letter with your resume` enclosed goes directly into the hands of the person it's addressed to- in this case, the decision maker



Volunteerism



Volunteerism

❖ Decreases unemployed time by 27%



Volunteerism

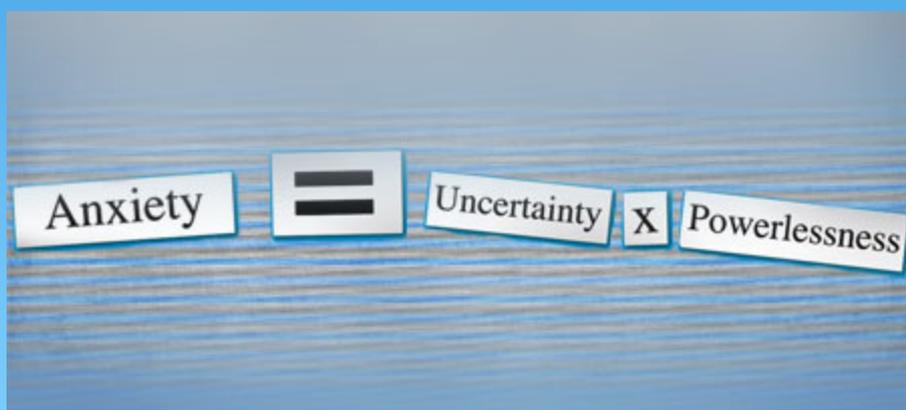
- The verbiage for attaining volunteer work is basically the same
- You want to do is utilize the “This week or next week” concept, however you want to augment the “hook” to encompass volunteering
- “I am very interested in intern and volunteer hours. Do you think this week or next week, let’s say Monday or Tuesday around 2, is that a good time to discuss some of your work needs and a time that I can get started.”

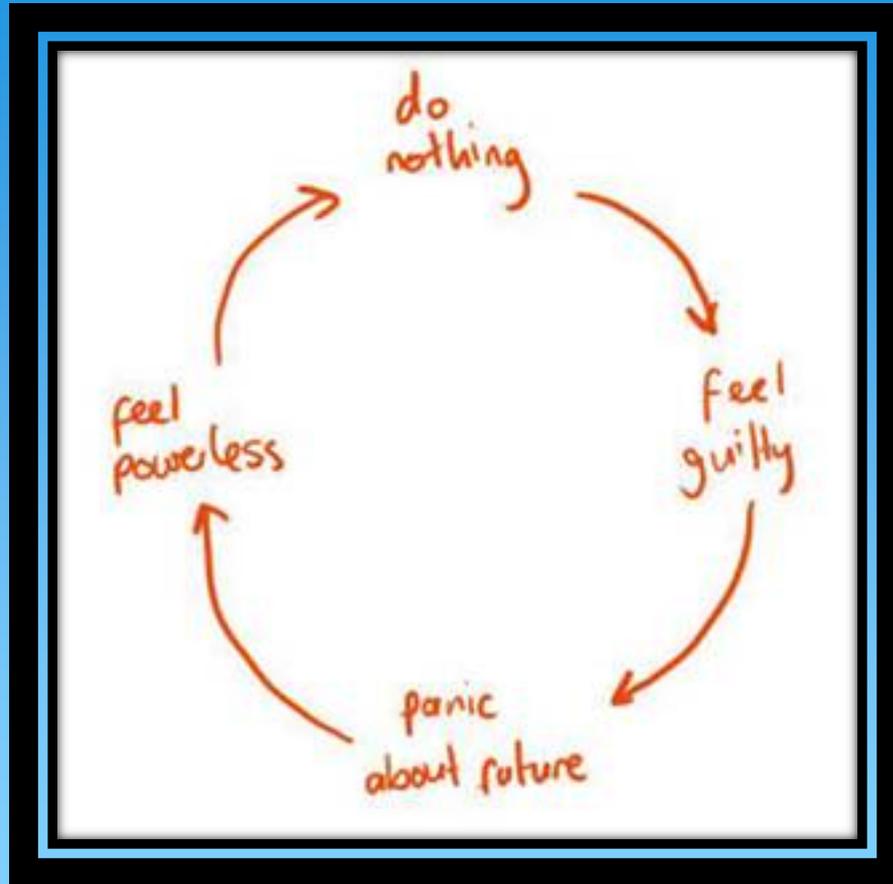
Encourage as versatile as possible job search tactics and verbiage.



Encourage as versatile as possible job search tactics and verbiage.

Vital to combating feeling powerless.

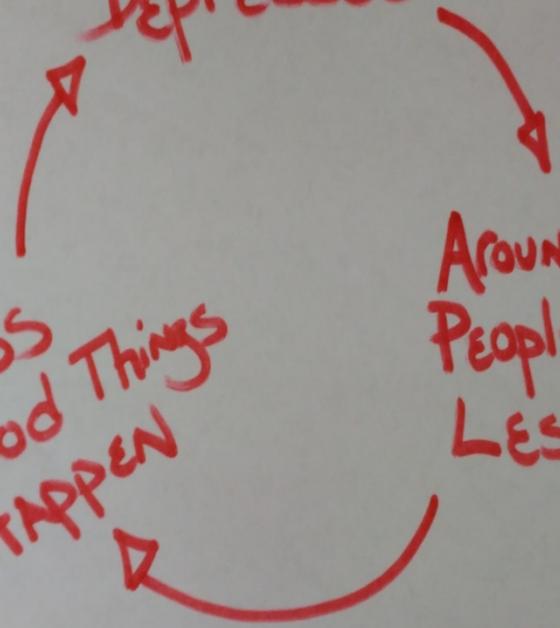




FEEL
DEPRESSED

AROUND
PEOPLE
LESS

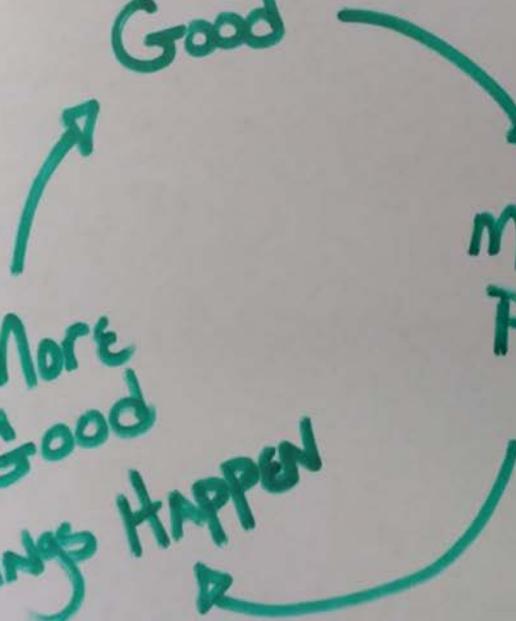
LESS THINGS
GOOD HAPPEN

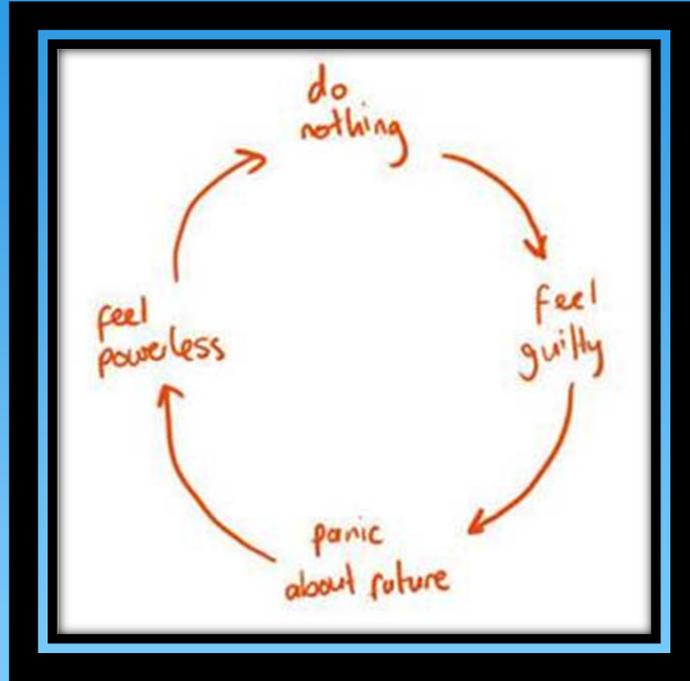


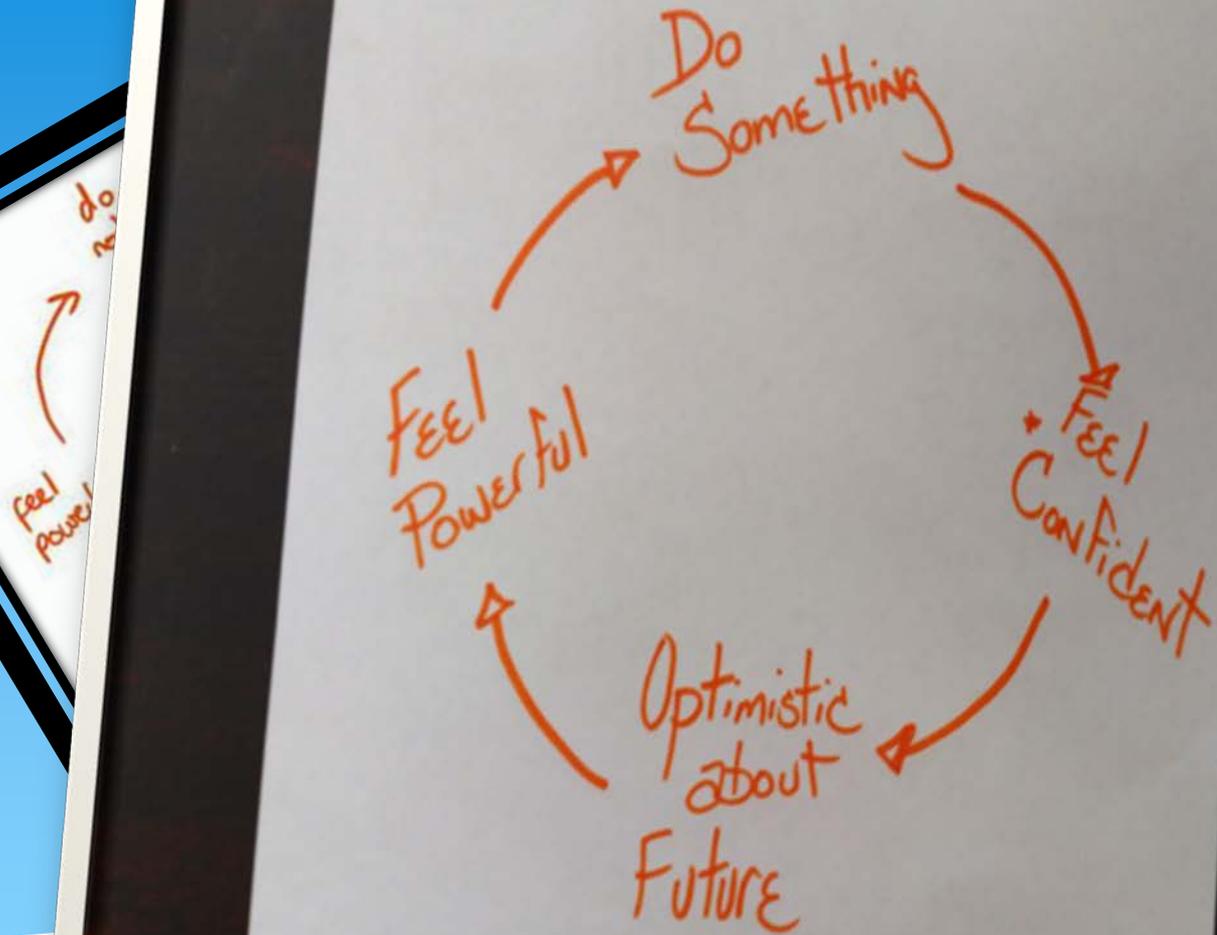
FEEL
Good

Around
More
People

More
Good
Things HAPPEN









Having practiced verbiage:

- ❖ Streamlines job search
- ❖ Reduces job search “Baggage”
- ❖ Reduces job search uncertainties
- ❖ Adds prestige to job search efforts

How can I get good at
this?

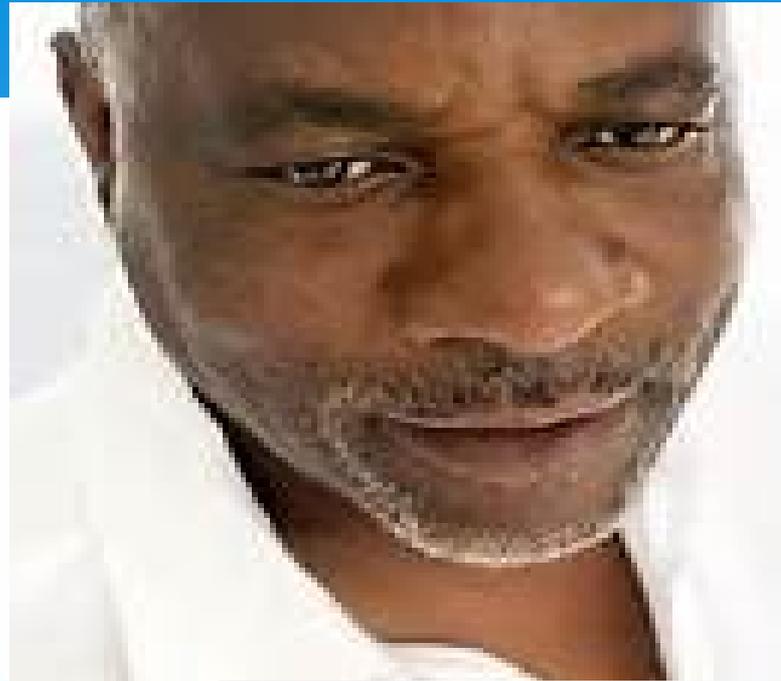


Encourage Practice!

- Grooming/ Showering
- Eating
- Idle time
- Recreational Outings

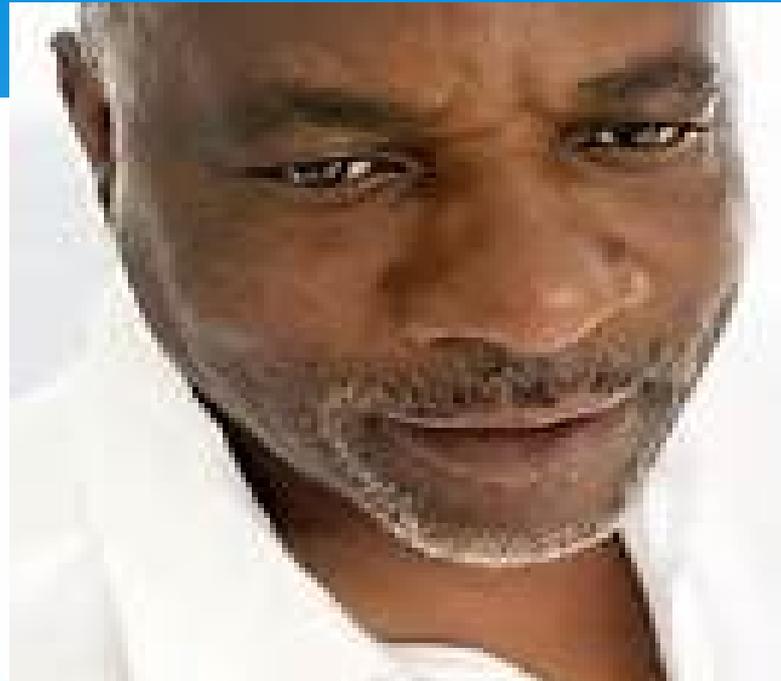


Encourage USE of Verbal Tools!



Internalization







Presented by: **Maryland Community Health Initiative**
Penn North Community Resource Center
&
Innovative Advancement Career Development