

# **Strategies for Making Every Marketing Call a Home Run**

---

**Carol Wenom CPC/CTS**

**Vice President, Whitaker Technical Services**

**Past Chair, National Association of Personnel Services**

**Member of the Pinnacle Society**

# Reasons for Job Changes

---

- The economy has started to rebound and good career options are becoming more available.
- Is a job change really right for you?
- There are four basic reasons a person changes jobs:
  1. Situation
  2. Money
  3. Hate
  4. Love

# Reasons for Job Changes

---

- ➡ **SITUATION**: has nothing to do with the job itself.
- ➡ Some people change jobs because they're being laid off, or have a spouse who's being transferred to another city.
- ➡ Maybe a loss of key benefits might initiate the search for a new job; or some other external factor, such as the job's location, commute time or a change in personal or family needs will compel a person to seek out a different employer.

# Reasons for Job Changes

---

## ➡ MONEY:

- ➡ Recruiters are generally very leery if money is the driving force behind a person's interest in changing jobs.
- ➡ No recruiter wants a candidate that wants to get into a bidding war between the potential new company and the incumbent.
- ➡ The increase you'd typically get in a job change is eaten up by taxes and has little significance.
- ➡ Or, the pursuit of more money involves more risk than you or your family is willing to incur.

# Reasons for Job Changes

---

- **HATE**: As in, there's something you really hate or something that drives you crazy at your current job.
- Particular individual, work environment, corporate culture, attitude, technology, a tool, or whatever, the bottom line is that the person feels trapped where he is.
- Seek resolution or make a serious attempt to correct the problem before looking elsewhere.
- It's important to find out if you can resolve the issue before you start interviewing elsewhere, rather than when you have another offer in hand.

# Reasons for Job Changes

---

- ➔ **LOVE**: to be more specific, unrequited LOVE.
- ➔ When a person has a passion for doing something or working with like-minded people who share his values—but that role or relationship will never be available in the present company—the frustration can become overwhelming.
- ➔ If your recruiter can find an opportunity for you that will fill the void, nothing will stand in your way of making the move.

# Networking

---

# Generating Leads/Research

---

## ➡ Generate leads online:

- ➡ Start at companies' websites, review their news releases, career pages, and their officers/board members if the information is available.
- ➡ Cross-reference this information with LinkedIn, a professional social media outlet.
- ➡ Companies' websites are (mostly) full of leads, new products, grants, open jobs, etc, it's listed online.
- ➡ Find other companies that are utilizing similar technologies and involved in similar groups, and join those groups.



# Generating Leads/Research

---

## ➤ Other sources for leads:

➤ Industry trade websites

➤ Journal's websites

➤ Example: AICHE <http://www.aiche.org/>

➤ Job boards and meta-search engines

➤ Example: [www.simplyhired.com](http://www.simplyhired.com)

➤ Apply the same practice of cross-referencing information with your virtual or real network.

# Social Media

---

- According to a CareerBuilder survey:
  - 35% of employers use social media to promote their company,
  - 25% are using social media to connect with clients and find new business,
  - 21% are using social media to recruit and research potential employees, and
  - 13% are using social media to strengthen employment brands.

# Social Media

---

## ➤ LinkedIn

- Cross-reference information and request contact introductions - Internal referral or a trusted source – “internal champions”
- Hiring managers and recruiters use social media to find potential candidates
- Build your profile similar to your resume, join groups, participate in discussions, and show your knowledge
- Interact with other industry professionals to build ties to others in your industry, area of expertise or even your target companies
- Tip: you can follow selected companies or individuals to track job changes, discussions, activities, etc. Each LinkedIn group has it's own job board.

# Other Resources

---

- Twitter
- Industry Associations
- Church Groups
- Alumni Associations
- Staffing Professionals

# Other Resources

---

- Join groups and participate in meetings
  - Become a Board Member
  - Give a presentation
- Benefits:
  - Building network
  - Name recognition
- Tip: carry a notepad (big or small) to write information gathered during the meetings. Ask for email addresses or phone numbers and follow up on the leads!

# Other Resources

---

## ➤ Examples:

- Alumni Associations: Colorado School of Mines
- Church groups: Between Jobs Ministries
- Recruiters: NAPS Recruiter directory

# Planning & Goal Setting

---

## ➤ Plan of Action!

### ➤ Career path

- Identify the path/direction you would like your career to take – what do you really want to do?

### ➤ Target positions

- Identify ideal positions and ideal companies

### ➤ Geographic area

- Identify which areas you would like to and would not like to relocate – if you are open to relocation

# Planning & Goal Setting

---

## ➡ Plan of Action!

### ➡ Responsibilities

- ➡ Identify roles & responsibilities to be part of your ideal position

### ➡ Salary

- ➡ Identify a salary range – top number is ideal salary and bottom number is salary to not consider the position

### ➡ Internal Champions

- ➡ Identify people within your network that currently work at your target companies that can serve as your internal referral

### ➡ Goals

- ➡ Set daily/weekly/monthly goals, and stick to them!



# Personal Marketing Plan

---

- Reflect a consistent message
  - Resumes
  - Cover letters
  - “Elevator Speech”
    - 30 second speech to market yourself

# Personal Marketing Plan

---

## ➤ Resumes

- Length – longer than 2 pages
- Versions – brief and extended
- Benefits & Accomplishments - bullets and not just the boring specs and reqs of the job description.

## ➤ Cover Letters

- Keywords
  - “Soft” skills & transferable skills
  - Accomplishments
- Tip: The resume and cover letter should always be geared towards the position and the company.

# Personal Marketing Plan

---

- What is the definition of insanity?
  - Doing the same thing over and over again expecting different results.
- Would you hire yourself?
- Ask a trusted colleague, friend, or family member to review your resume and give constructive feedback.

# Personal Marketing Plan

---

## ➤ Differentiation

- “Internal Champion”

- Well-written, error-free resume and cover letter

- Positive interviews

# Personal Marketing Plan

---

## ➤ Positive Interviews:

- Prepare by researching the company
- Find out who will be interviewing you
  - Determine similarities to establish a connection in the interview that could build instant rapport.
- Be confident
- Site applicable accomplishments
- Highlight ways you've helped former employers to succeed or contributed to bottom line
- Companies only hire people for one of two reasons - either to make money or save money.

# Attitude/Outlook

---

- ➡ Why would your target company hire you?
- ➡ Make a list of these qualities, strengths, accomplishments
- ➡ Give yourself a little pep talk
- ➡ Always maintain a positive attitude and outlook
- ➡ Focus your time and energy on positive actions and discussions
- ➡ Be persistent: don't give up after applying for positions without hearing feedback

# Interviews

---

# Objective of an Interview

---

- ➔ TO GET A JOB OFFER!
- ➔ Once you have the offer, you then have the opportunity to accept or reject it.
- ➔ As you prepare for interviews and actually meet employers, remembering this objective is the single most important thing you can do.
- ➔ You are NOT interviewing to:
  - ➔ Decide if you would like to work for the company being interviewed.
  - ➔ Broaden your knowledge of available opportunities.
  - ➔ Learn what the particular company can do for YOU.
- ➔ YOUR SINGULAR PURPOSE IS TO GET THE OFFER - whether it is good, bad, or average. You can always turn down an offer once it has been extended to you.



# Anatomy of Job Interview

---

- Interviews take various forms and are conducted in various sequences.
- The basic parts of the interview are:
  - The Arrival
  - The Initial Contact
  - The Icebreaker
  - The Chronological Interview
  - The Topical Interview
  - The Interview Close
  - The Exit

# The Arrival

---

- Typically, the first person you will meet is the receptionist who may or may not be expecting you.
- Greet the receptionist and tell him or her your name and the individual's name you wish to see.
- Then, follow his or her Instructions.

# The Initial Contact

---

- Greeting should include a firm handshake and an enthusiastic "hello" followed by an introduction of yourself.
- If your first contact is a supervisor in the department offering the job, he or she may talk with you first, introduce you to other staff members and speak with you again before you leave.
- Remember to "play by the company rules" without question.

# The Ice Breaker

---

- In every interview, there is a short interval of "small talk" before "business talk" begins.
- You should respond with enthusiastic and pleasant answers to remarks and questions regardless of how trivial they may seem.
- This part of the interview is also your opportunity to get on a first-name basis with the interviewer.
- After the icebreaker, do not hesitate to drop the "Mister" or "Ms." and simply call the interviewer by his or her first name.

# The Chronological Interview

---

- ➔ The interview probably will be a "chronological interview" controlled solely by the interviewer.
- ➔ Provides poor framework for the interviewer to discover the skills and goals he wants in his new employee and for you to explain how you can satisfy those job requirements.
- ➔ Part of the introductory phase of your interview
- ➔ Shifting to The Topical Interview is not difficult simply look for the first opportunity to ask this question: "What exactly will my first assignment be?"
- ➔ When the interviewer responds with a description of the initial responsibilities of the position, your opportunity to convince him or her that your qualifications match the position requirements has begun.

# The Topical Interview

---

- The Topical Interview is completely different from The Chronological Interview.
- Instead of being guided by a backward review of your previous jobs, The Topical Interview focuses on the responsibilities of the specific job for which you are interviewing.
- Remember that your strategy is to find out exactly what will be expected of you in the new position and to convince the interviewer that you have the skills to perform exactly as expected in the position.

# The Interview Close

---

- ➔ The Close involves four steps:
  1. Briefly recap the reasons you believe you are qualified for the position.
  2. Regardless of the interviewer's response, STAY ENTHUSIASTIC!!!
  3. Make the statement that the position is exactly what you are looking for and that you would like an offer from the company. (As in all sales, always ask for the offer.)
  4. As you prepare to leave, tell the interviewer you would enjoy working with him or her personally.
- ➔ **Remember that you want an offer.**
- ➔ Very important: All interviews, regardless of who the interviewer may be, should be conducted with a topical interview and a strong, positive close.

# The Exit

---

- Your exit from the interviewer's office should be viewed as an additional opportunity to display a positive attitude about the position and company.
- At the interviewer's office door (or at the elevator), you should repeat your statement that you have the ability to do the job and that the position is exactly what you are looking for.
- You should also take this opportunity to tell the interviewer you would enjoy working with him or her personally.
- Reinforcement at the Exit phase can make the difference between receiving the offer and not receiving the offer.



# Follow Up

---

- On the day following the interview, call the employer to again express your interest in the job.
- Tell the employer you thought over everything discussed in the interview and that you are even more interested in the job now than you were when you left his or her office the previous day.
- Although the phone call is most effective, if you cannot reach the employer by phone, send an email or hand-written letter with the above message.
- By following this interview procedure, you have done everything possible to ensure a good chance of receiving an offer from the company.

# Overused Interview Answers

---

- ➡ Interviews are hard.
- ➡ You're nervous.
- ➡ You have to answer question after question with little recovery time.
- ➡ It's no wonder so many interviewees resort to clichés when answering interview questions.
- ➡ Panicked responses won't land you that job.

# Overused Interview Answers

---

## 1. “I’m Really Hard Working.”

- ➡ Everyone is hard working. No one is going to admit to being lazy or not caring about their job. The phrase “hard working” is at this point pretty much white noise to most interviewers. Everyone says it, so how can it possibly add value to your image?
- ➡ ALTERNATIVES: Try giving specific examples of why you’re so hard working. Do you often stay late? Do you take on extra assignments? It’s always a good idea to give the interviewer something tangible to consider, otherwise your words could end up feeling like empty promises.

# Overused Interview Answers

---

## 2. “I’m a Team Player.”

- ➡ While being able to work with others is key, phrasing it this way makes it sound clichéd. And it doesn’t just suggest cheerleading imagery - it’s also very vague. Sure, no one wants a recluse for a coworker or employee, but beyond just the ability to be social, what else do you bring to the communication table?
- ➡ **ALTERNATIVES:** Talk about your ability to communicate with other members of your office. Cite specific examples of times when it was imperative for you to play well with others. Also touch on certain stellar communication skills that you think you have. Give the interviewer a fuller picture of your interactive skills and leadership potential.

# Overused Interview Answers

---

## 3. “I am Loyal to a Fault.”

- ➡ While loyalty is a noble trait, no employer really believes that you are going to sacrifice your own well being or advancement for the company. No one knows how they will fit into a company until they are there. If you preach the virtues of loyalty in the interview but end up hating the job and moving on in six months, it reflects badly on your professionalism.
- ➡ ALTERNATIVES: Be honest. Lay out your long-term goals for that particular company. If you want to use this position to gain experience and then continue on to more challenges, let them know. Your drive and honesty will be just as valuable as your loyalty. And it will give the company incentive to keep you engaged, so they can hold on to you as long as possible.

# Overused Interview Answers

---

## 4. “How Much Does It Pay?”

- ➡ If you’re working through a search firm, you should already have an idea of the salary range for the position. You’ll find out how much the job really pays when you get the offer. Until then, you should focus on the position and how you can contribute to the company. No matter how you phrase the question, asking about money at this stage only makes you look like you’re just in it for the money. Even if that’s true, is that how you want to come off?
- ➡ **ALTERNATIVES:** Ask them about the benefits package and any additional incentive-based compensation. Then discuss the total package and your expectations with your recruiter after the interview. But trust me — don’t make it all about the money.

# Overused Interview Answers

---

## 5. “I Can Take on Any Challenge.”

- ➡ Let’s be honest, you’re not Superman. Even he couldn’t take on every challenge. You are only human, and you have your limitations. Saying you can take on anything only sets you up for failure in the end. Don’t let your desperation for a job be the kryptonite to your career development!
- ➡ ALTERNATIVES: Try something like, “I’m quick and can pick things up pretty easily.” There’s always a learning curve with any new task, but the quicker you can learn the ins and outs, the more efficient you will look to your boss. Be realistic about your limitations. If you can’t complete the tasks you promised you could, your boss might start to doubt your abilities in other areas.

# Overused Interview Answers

---

## 6. “My Current Boss Loves Me.”

- ➔ In most cases, your interviewer doesn't know your current boss, so there is no point of reference here. An interview is specifically about you and your job skills, not what others think of you. Your references will be more than happy to speak on your behalf when the time comes, if you get that far in the hiring process.
- ➔ **ALTERNATIVES:** Think of why your current boss values you. Were there specific projects that you aced? Are you efficient and always on time? What makes you stand out? Take all those reasons and verbalize them during the interview. Giving specific examples not only shows concrete proof of your skills, but also that you know what your strengths are.



# Overused Interview Answers

---

## 7. “You Would Be Crazy Not to Hire Me.”

- ➡ First, never call your interviewer crazy, even if it’s a figure of speech. Second, you’re one of a dozen or more candidates they may be talking to. There is no way you can be sure you are the most qualified person for the job. If anything, it just makes you look desperate and dramatic.
- ➡ ALTERNATIVES: It’s true, the end of an interview can be awkward, but don’t resort to more awkward clichés. When ending an interview, it’s always good to summarize the key points about the conversation you just had. Leave the interviewer thinking about the many reasons you are the one they want as they leave the room.

# Overused Interview Answers

---

## 8. “I’ll Do Anything.”

- ➡ Never resort to begging in an interview. Why would you want to sound desperate? Most employers are looking for poised, confident professionals who are interested in advancing their careers. If you resort to begging, it looks like you don’t really care about the job and just want any kind of steady income.
- ➡ **ALTERNATIVES:** Try to funnel your desperation into enthusiasm for the job. Make sure they know that you value the position and not just the paycheck. Mention specific parts of the job that you are excited about diving in to and even give examples of projects you’re already thinking about. This will show how much you want the job without sounding desperate.

# Overused Interview Answers

---

## 9. “I Think I’m the Perfect Fit for This Job.”

- ➔ It’s a rare occasion when someone fits a job perfectly. If the interviewer doesn’t agree with you, they may question your understanding of the position as a whole. Enthusiasm is good, but it’s better to present a realistic view of the job and show that you have a strong understanding of what the requirements will be.
- ➔ **ALTERNATIVES:** You may not be the perfect fit for the job, but if you are pretty darn close, give them the reasons why. List specific examples of why you think you would thrive in that role and how the company would benefit from your specific experience. Make sure you are addressing every part of the job description and how you fit into each throughout the interview.

# Overused Interview Answers

---

## 10. “I Wasn’t Appreciated at My Last Job.”

- ➡ This is a fancy way of saying that you and your previous employer didn’t get along. Now the interviewer is wondering why there was an issue and if the same problems will arise if they hire you. Even if it was your employer’s fault, saying this out loud makes you seem like you could be difficult to work with or too demanding.
- ➡ ALTERNATIVES: Avoid any digs or trash talking about your previous employer. You don’t want to get the interviewer even thinking about negative things. If they ask why you left, tell them your career path did not line up with the company’s goals for you. Never make it personal. Keep it in the context of your career development.

# QUESTIONS TO ASK THE INTERVIEWER

---

- ➔ Why is this position open?
- ➔ How often has this position been filled in the past 5 - 10 years?
- ➔ What are the primary reasons given when past employees have left this position?
- ➔ Why did the person who most recently held this position leave?
- ➔ What would you like done differently by the next person who holds this position?
- ➔ What are some of the objectives you would like accomplished in this job?
- ➔ What objectives are most pressing? What would you like accomplish in the next 2 to 3 months?
- ➔ What are some of the long-term objectives you would like accomplished through this position?

# QUESTIONS TO ASK THE INTERVIEWER

---

- What freedom would I have in determining my work objectives, deadlines, and methods of measurement?
- What type of support does this position receive in terms of people, finances, etc.?
- What are some of the more difficult problems one would have to face in this position? How do you think these could be best handled?
- Where could an employee go who is successful in this position and within what time frame?
- In what ways has this company been most successful in terms of products and services over the years?
- What significant changes do you foresee in the near future?
- How will the performance of the employee in this position be judged? What accounts for success?

# 8 MISTAKES YOU MUST AVOID!

---

1. DON'T SHOW UP LATE. There is no easier way to lose points with a prospective employer than to show up late. First impressions do last.
2. DON'T ACT DISINTERESTED. No matter what the circumstance never act disinterested during an interview.
3. DON'T BE UNPREPARED. Being prepared has many facets. Interviewers expect you to know something about the company and the position you are seeking. Having this knowledge makes you appear both motivated and truly interested. So make sure you do your research!
4. DON'T FORGET YOUR MANNERS. No matter how old fashioned it appears to use word like “please”, “sir”, “ma’am” and “thank you”, do not delete these words from your vocabulary.

# 8 MISTAKES YOU MUST AVOID!

---

5. DON'T DRESS INAPPROPRIATELY. Whether you like it or not, the job interview is not the time to express your individuality.
6. DON'T BE UNTRUTHFUL. Never, ever lie during an interview. Mistruths have an uncanny habit of catching up to people.
7. DON'T BE MODEST. When searching for the right job, put your modesty aside. Don't be afraid to confidently describe your skills and accomplishments.
8. DON'T FORGET THE "THANK YOU". Once the interview has concluded, take a few moments to jot down your impressions of the interviewer, what you talked about and any interesting points that were brought up during the meeting.



# Review

---

# How to Ask for – and Get – the Job

---

1. Prepare for the interview
2. Learn about the interviewer
3. Use “Consultative Selling”
4. Motivate yourself
5. Know when to close
6. Overcome objections
7. Sum up and ask for the job
8. Confirm the close

# Prepare for the Interview

---

- ➔ Learn what your prospect needs. Research the employer, formally and informally.
- ➔ Determine which of your skills, traits or experiences the employer needs.
- ➔ Plan your interview and rehearse your message.
- ➔ Make your presentation persuasive and believable.

# Learn About the Interviewer

---

- ➡ When you enter the interview, start by learning everything you can about the interviewer.
- ➡ Put yourself in his or her shoes.
- ➡ If they make the wrong choice, at minimum, time and money are wasted.
- ➡ If you turn out to be as terrific as you say, you bring success not only to yourself but to the people who hired you.
- ➡ Be positive and present good news.

# Use “Consultative Selling”

---

- This isn't high-pressure selling.
- “Telling ain't selling, asking is.”
- By asking the right questions, you help the employer come to the inevitable conclusion you're the right choice.
- You identify the problems and show you're the person to solve them.
- You learn the organization's weaknesses and demonstrate how you can provide the solution.
- Many times, it leads to the employer exclaiming, “That's just what we need here!”

# Motivate Yourself

---

- The desire to close – to ask for and get the offer – is essential. It can be scary to be so bold.
- Expect success and think lucky, and you'll create desire from within.
- Get rid of negative thoughts and problems before you enter the interview.
- Be confident and courageous. It takes audacity to ask for the job.

# Know When to Close

---

- ➔ When should you try to close? All the time. Keep trying throughout the interview in small ways. These are called “trial closings.”
- ➔ For example, when you learn the employer has a problem you’ve solved in your previous job, explain how you solved it. Then ask, “Would this help you here?”
- ➔ Close whenever the interviewer is ready. Listen for signs of interest, look for body language and sense when there’s an opportunity to close. Then ask for the offer.
- ➔ Some candidates talk so much during interviews that they talk themselves out of a job they’ve already landed.
- ➔ Silence is an amazingly powerful tool in closing. If you don’t say anything, the interviewer may feel compelled to fill the void and tell you something vital.

# Know When to Close

---

- *The choice close.* This technique is useful when you are setting up an appointment for an interview. Ask, “Is 9:30 a.m. or 2 p.m. better for you?” This presupposes the interviewer will see you. Just asking, “May I come in to see you?” may result in a “no” answer.
- *Third-party endorsements.* When explaining an accomplishment that will help the prospective employer, mention the employer you did it for. “At XYZ company, I...” This gives you credibility and adds the strength of that employer’s name to the story. Then ask, “Will this help you solve your problem here, too?”
- *Assumptive close.* This is one of the best closes. You simply talk and act as if you’re already working for the interviewer’s organization. Use “we” and “us” in your conversation. Describe the situations in which you can see yourself working and accomplishing goals. Become part of the team even before you’ve been hired. Identify with the interviewer and the organization.
- A word of caution: Don’t appear too eager. You need to maintain your professionalism.



# Overcome Objections

---

- Turn these objections into opportunities to strengthen your candidacy.
- Acknowledge the objection. “You feel I’m overqualified. That’s possible true.”
- Then turn the weakness into a strength: “However, that means I’ll start being productive for you that much faster. As I’ve mentioned, I solved this problem at XYZ company.”
- Make a list of standard objections that apply to you or that you encounter and work out the answers.
- The key is to remember that patience and persistence pay off. Don’t take no for an answer. Try one more time. The secret to closing is to keep trying.

# Sum Up and Ask For the Job

---

- When appropriate, summarize.
- Say what you have to offer based on your accomplishments.
- Show how the features will benefit the employer.
- Keep it simple and brief. Stick to basics.
- Prepare one dramatic sentence on why you're the person for the job.
- Remind the interviewer how you've contributed at your previous employer and reiterate how you'll contribute to the success of the prospective one.

# Confirm the Close

---

- Repeat the terms of the offer as you've discussed it.
- Ask for clarification of any terms not fully described or understood.
- Each time you close, ask the interviewer, "Do you have any questions?" When you've been completely clear about how you'll help the employer – then and only then – close.
- Be sure to thank the interviewer at the end. Write the words "thank you" in your follow-up letter, too, and repeat the statement of benefits you used to close.
- Also add the other features and benefits you wished you'd expressed during the interview. The thank-you packs a punch.

# **Carol Wenom CPC/CTS**

---

**719.548.9191**

**Carol.Wenom@whitcos.com**