

# *Training Tamer*

Helping People  
Learn & Soar



## **Overview of Job Search Process**

# What's In It For You?



*Win the Job You Love  
at the  
Salary You Deserve!*

# Sales Pitch

Professional Trainer with 15+ years experience as a Director of Training, Instructional Designer and Trainer. Developed instructor-led and eLearning courses across multiple industries that were challenging but easy to learn and fun. As Director of Training for Platinum Technology, I increased training revenue from \$1.5 to \$3.5 million in less than a year by focusing on repeat business from existing customers and selling more seats to new customers.

Note: Must be able to deliver in 30 seconds or less!

# Job Search Process



# Job Search Steps

- | Deal with the stress of a job loss & job search
- | Create a job search financial plan to manage your finances so you can focus on your job search
  - Use our Job Search Mngt Tools – Excel Workbook-V2 to help you with financial planning, weekly job search planning, employer contact management, goal setting and progress tracking
- | Make commitments for a successful job search
  - Those who make commitments and use the latest job search tools and methods get jobs **FASTER!**
- | Develop accountability mechanisms
  - Work with an accountability partner who will support you and help you achieve you job search objectives
- | Learn how to powerfully sell yourself to employers

# Job Search Steps (2)

- | Identify your key work accomplishments
- | Develop a compelling sales pitch that shows you're a perfect fit for a job
- | Create an effective resume and cover letter that gets an interview
- | Craft a thank you note that gets read and refocuses your value
- | Develop your job search marketing tools (e.g. business cards, LinkedIn profile, work samples, strategic business value presentation, etc.)
- | Identify and use the top 4 high payoff job search methods
- | Develop and follow a weekly job search action plan

# Job Search Steps (3)

- | Record and follow up on job search activities
- | Master interviewing skills needed to win a job
- | Negotiate a satisfying compensation package
- | Win that job and **CELEBRATE!**
- | Learn how to succeed on the job

# 4 Job Search Stages

**ü Preparation**

**ü Packaging**

**ü Presentation**

**ü Payoff**

# Preparation

- | Manage Your Emotional & Financial Situation First So You Can Focus
- | Find Your Passion/True Calling
- | Identify & Focus on Your Strengths
- | Discover & Describe Your Strategic Value
- | Identify Your Major Work Accomplishments
- | Write a Sales Pitch to Show You're a Great Fit for the Job & Support it with 2-3 Accomplishments
  - Make it so you can say it in 30 seconds or less
  - Memorize it and practice delivering it so you can present it effectively

# Preparation (2)

- | Research Companies Where You'd Like to Work
  - Mission, management, culture , products/services, etc.
  - Problems, pains and future Initiatives
- | Pick Your Top 20 Companies to Target
- | Develop Your Network (Personal & LinkedIn) to Help You Get Inside Your Target Companies
  - Remember that effective networkers focus on building relationships that are mutually beneficial to both parties
  - Always put the other person need's first

# Preparation (3)

- | Use the 4 High Payoff Job Search Methods & Put Proportionally More Time into the Higher Items
  - 1. Networking (Personal & LinkedIn)
  - 2. Targeting Your Top 20 Companies
  - 3. Recruiters & Staffing Agencies
  - 4. Public & Private Job Boards
- | Develop a Weekly Job Search Action Plan & Follow It
  - Get someone to hold you accountable for your plan

# Preparation (4)

- I Master Interviewing Skills & Practice Them
  - Be prepared for employment tests, presentations, etc.
  - Know the 4 stages of a job interview (open, interview, sales close, final close)
  - Develop an Interview Notebook
  - Practice answering at least 20 interview questions (traditional, situational, behavioral, stress)
    - I Try to end each answer with an example of how what you did benefitted your company, your manager or co-workers, customers, suppliers, etc.
  - Develop questions you want to ask the employer
- I Do Salary Research
- I Learn Effective Salary Negotiation Techniques

# Packaging

- | **Develop an Attention Getting Business Card**
  - Include your job title, a catchy Tag Line and your LinkedIn Profile URL
  - Include your Sales Pitch on the back
  
- | **Create Your Resume**
  - Include a Professional Summary (Sales Pitch) at the top with 2-3 Supporting Accomplishments
  - Can use a Traditional or a Guerrilla (outside the box) format

# Packaging (2)

- I Create Your Cover Letter
  - Contains 2-3 short paragraphs that really sell you
  - Can use a Text or Guerrilla format
- I Create Your Strategic Business Value Presentation
  - What You've Done
  - Major Accomplishments
  - Your Three Areas of Strategic Value
  - How You Contribute in Each of These Areas
  - How You Can Help Your Prospective Employer

# Packaging (3)

- I Develop Your Career Portfolio of Work Samples
  - Create a 3-ring binder with a table of contents, labeled tab dividers, and a cover page to put in the sleeve on the front of the binder
- I Post Your Marketing Tools on Your LinkedIn Profile
  - Use the SlideShare application to post items on LinkedIn such as your Strategic Business Value Presentation and selected Work Samples
  - 80% of the HR staff and Recruiters search profiles on LinkedIn to find potential job candidates

# Presentation

## I You Should be Able to:

- Deliver an effective Sales Pitch in networking and during interviews
- State your strengths and support with examples
- Use your Strategic Business Value Presentation in interviews to provide a short but powerful overview of your value
- Explain details of what you've done during interviews and make it more compelling by using supporting examples, testimonials and accomplishments

# Presentation (2)

- I You Should be Able to (continued):
  - Use work samples in answering interview questions whenever possible, either in pre-screen phone interviews or live interviews
  - Be willing to negotiate for the salary you want
  - Show up to the employers as likeable, someone who will fit on their team and has the right skill set for the job

# Payoff

- | You Win the Job You Love!
- | You Get the Salary and Benefits You Deserve!

# Resources

- | What Color is Your Parachute 2010 by Richard Bowles
- | Guerilla Marketing for Job Hunters 2.0 by Jay Conrad Levinson and David E. Perry
- | Knock em Dead 2010: The Ultimate Job Search Guide by Martin Yate
- | Check out the Resources and Downloads sections of [www.trainingtamer.com](http://www.trainingtamer.com) for links to valuable articles and files (samples, templates, tutorials, etc.) you can download for free
- | Quintessential Careers website at [www.quintcareers.com](http://www.quintcareers.com)

# Thank You!





## **Contact Information**

**Phone:** 813-924-8404

**Email:** [larrylabelle@trainingtamer.com](mailto:larrylabelle@trainingtamer.com)

**Website:** [www.trainingtamer.com](http://www.trainingtamer.com)