

Finding Job/Internship Leads

GENERAL GUIDELINES

To get hired you need to meet with or talk directly with an employer. Faxing, emailing, or mailing your cover letter and resume won't get you hired until you have contact with the employer. So make it a priority to get "face time" with them. **Here are some other ideas for job search success:**

- ◆ **Only submit resumes and cover letters for existing jobs.** An employer, lacking a job opening, may invite you to send a cover letter and resume to be kept on file. This is busy work. Instead, suggest that you'll contact them periodically regarding possible job openings.
- ◆ **Be sure to make copies of your resume, cover letter, or application form prior to submitting them to an employer. Attach the job announcement.** Keep these with pen and paper by the phone so that when an employer calls, you can quickly refresh your memory and respond more confidently.
- ◆ **Since 75% of jobs are found through networking, word-of-mouth and cold calling,** this should be your first priority when looking for work.
- ◆ **Conducting informational interviews and job shadowing.**
- ◆ **This is the priority for responding to a job opening:**
 - Ask for an interview. If that doesn't work...
 - Suggest that you drop off your resume and cover letter and introduce yourself (so they can put your face with your resume). If agreeable, set up an appointment, wear interview attire, and bring your resume and cover letter. This approach could result in an on-the-spot interview, or if not, at least you'll be able to make a positive visual impression upon the employer, hopefully one they'll remember.
 - Ask to e-mail or fax your paperwork.
 - Mailing your resume takes the longest and has the least impact. Do this only if the employer insists.
- ◆ **Since most employers make contact by phone and e-mail, make sure you have voice mail or an answering machine to collect employer calls.** Keep the outgoing message professional and brief to create a positive and business-like impression.



FINDING JOB LEADS NO ONE ELSE HAS

Once you have a convincing resume, you need to line up interviews – but how? Finding a job is like fishing – if you throw out one pole, it will take a lot longer to find a lead than if you have 4 or 5 resources working for you. Consistently using a variety of methods to look for work will yield faster and better results. Below are some job searching methods with possible advantages and disadvantages.

METHOD	ADVANTAGES	DISADVANTAGES
Newspaper ads	Easy to access.	Contains only 25% of jobs. Employers use as last resort.
Internet leads	Easy to access and reply	Only 4-10% of people secure jobs.
Networking	75% of jobs are found this way & by cold calling. Long-term benefits from contacts.	Takes time to make contacts and to get referrals.
Cold calling employers	Most proactive. Job leads found quickly with little competition.	Seen as risky, with fear of rejection, but rewards great.
Mass emailing resumes	Feels productive, but mostly busy work.	Only 5% of people receive responses.
Informational interviews	Do while in school. If stay in touch, results in job offers upon graduation.	Requires good organization skills and contacting many employers.
Temp agencies/ Recruiting firms	Can be helpful, if you have the right skills.	Agencies work for the employer – not job seeker.
Professional Associations & Organizations	Similar to networking, with long-term benefits.	Can be time consuming. Requires research.
Volunteering	Great way to gain valuable experience and contacts.	Takes time to develop leads and contacts.

Circle the methods you've used in the past to look for work. Underline two new techniques that you plan to use in your next job search.



Activity breeds results! **The average job seeker spends only five hours a week on job search activities.** The more direct employer contacts you make, the closer you are to finding a job. People hire people they get to know. How many hours are you spending contacting and talking with employers each week.

SAMPLE SCRIPT FOR COLD CALLING EMPLOYERS FOR WORK



Introduction

- ◆ *"Hello. I'd like the customer service department please."*
- ◆ *(After being transferred to the customer service department say...) "May I speak with the person who's in charge of your customer service reps?"*
- ◆ *Once reaching this person, or if unavailable speak with the person answering the phone. ...) "Hello, this is _____. I wonder if you might be able to help me with some information?"*

Presenting yourself – Inquiring about a job

- ◆ *"I have 2 years of customer service experience answering phones and providing customer support. I'm good at resolving customer problems and questions, and I'm quick and accurate at entering customer data. I've even been described by others as dependable and hard working. Would you have any openings now for someone with my qualifications?"*

If yes, then say ...

- ◆ *"That's great! Could you tell me about the job duties? ... It sounds like we may have some common areas of interest. Would it be possible to meet with you in the next few days to discuss the job? How about on Tuesday or would Thursday be better? Tuesday? Good, I'll see you at 10:00. Let me confirm your address."*

If no, then say ...

- ◆ *"Do you think you'll have an opening in the near future?" If yes, "when do you think that the position will be available? Great, I'll check back then."*
- ◆ *If no, "would you know of any other companies that might be hiring that I could contact? That's great. Thanks for your help."*



CREATING YOUR OWN CALLING SCRIPT



Introduction

- ◆ "Hello. I'd like the _____ department please."
- ◆ (After being transferred to that department say...) "May I speak with the person who's in charge of your _____ workers?"
- ◆ (Once reaching this person or if not available speak with the person answering the phone ...) "Hello, this is _____. I wonder if you might be able to help me with some information?"

Inquiring about a job

- ◆ (Write down 2 -3 of your assets to describe.) "I have _____ years of experience/ education in _____. I am good at _____. In addition, I am skilled at _____. Previous employers have described me as _____. I'm wondering if you might have any openings for someone with my skills?"

If yes, then say

- ◆ "That's great! Could you tell me about the job duties? ... It sounds like there may be a match between your requirements and my qualifications. Would it be possible to meet with you in the next few days to discuss the job? How about on _____ or _____ at _____? Good, I'll see you at _____. Let me confirm your address."

If no, then say ...

- ◆ "I understand. Do you expect to hire in the near future? Great. When do you expect the position to be available?"
- ◆ "Do you know of any other companies that might be able to use my experience? Whom might I ask for? Thank you very much for your help."



TRACKING YOUR EMPLOYER CALLS

Types of Companies (Real Estate, Construction, etc.) You Are Calling

Date _____

Before calling employers, **make a list of at least 10 companies to call below** (perhaps from the Yellow Pages or other directory). On the average, of 10 calls made, you can expect to **uncover 1–2 job openings**, which means you'll hear 8-9 "no openings" responses. Don't dwell on this or get discouraged – just call the next company on your list. Remember, with each "no" response, you're that much closer to a "yes."



	<i>Company Name</i>	<i>Phone Number</i>	<i>Location</i>
1.	_____	_____	_____
	Results: _____	Referrals: _____	Call back date: _____
2.	_____	_____	_____
	Results: _____	Referrals: _____	Call back date: _____
3.	_____	_____	_____
	Results: _____	Referrals: _____	Call back date: _____
4.	_____	_____	_____
	Results: _____	Referrals: _____	Call back date: _____
5.	_____	_____	_____
	Results: _____	Referrals: _____	Call back date: _____
6.	_____	_____	_____
	Results: _____	Referrals: _____	Call back date: _____
7.	_____	_____	_____
	Results: _____	Referrals: _____	Call back date: _____
8.	_____	_____	_____
	Results: _____	Referrals: _____	Call back date: _____
9.	_____	_____	_____
	Results: _____	Referrals: _____	Call back date: _____
10.	_____	_____	_____
	Results: _____	Referrals: _____	Call back date: _____

HANDLING EMPLOYER PHONE QUESTIONS

Sometimes employers will ask questions or make statements. Below are a few examples and ways to respond.

Q. How much experience do you have? (This question is a good sign and indicates an interest by the employer.)

A. "Are you looking for overall experience or in a particular area?" (Describe education or experiences that might closely relate to the employer's interests.)

Q. Send me your resume.

A. Always try to meet with the employer, even if to drop off your resume. "I would be happy to send you my resume, but I will be in your area on Wednesday and wondered if I might be able to drop it off. Perhaps I could introduce myself to you at that time. Would that be possible? Great! How about 10:00 a.m.?" (Bring along a cover letter in case the employer is unavailable.)

If this approach doesn't work then ask if you can e-mail or fax your resume and cover letter. Both allow you to quickly follow up to ensure that they received them and to then ask for an interview. To prepare a targeted cover letter ask, "So that I can better understand the requirements of this job, could you please tell me about the job duties and what qualifications you are considering?" Be sure to ask for the contact's title and address.

Q. I don't have time to talk with you now (or meet with you).

A. "I understand how busy you must be. Perhaps I could call back at a better time. What's a good time of day to reach you?" (Set up a date and time for calling back.)

Q. You'll have to talk to human resources or the staffing dept.

A. "Sure, I'd be glad to call human resources, but since you work in this department I thought you might know of new openings they wouldn't be aware of yet. Are there any openings at this time?" If there are openings, ask "When I call personnel, whom should I speak to and what specific position should I mention?"

Q. I don't need anyone right now.

A. "Do you anticipate an openings in the near future?" "Are there any other departments/divisions within your company that might have a need for my skills?" "Do you know of other companies that might have a need for someone with my skills?" "Whom should I talk to?"

