

## section 2

### Effective Job Search Techniques

This section is designed to help you tap into the job market, including the **Hidden Job Market**. In order to do this think about the hiring process from the employer's point of view. It often looks like this:

- 1** A job comes open.
- 2** A person in a position to hire goes first to their **internal network**. They may hire or promote from within. They may encourage professional associates to apply and/or look at recently received resumes or applications. In large companies the hiring authority can go to human resources to look for qualified applicants. Jobs are often filled at this point.
- 3** Large companies and government agencies usually **post job openings** and announce jobs through **external networks**, which could be professional groups, job service, job hot lines, job boards, etc. Some companies use a **placement agency** if they do not have a human resources department.
- 4** Employers usually place a **want ad** if they can not fill a job through the above methods.

Your job as a job hunter is to get yourself, your resume, and your job applications into the internal network of the employers you want to work for. You should still contact friends, relatives, and profession associates, and check with placement agencies and scour the want ads. But an employer's internal network, otherwise known as the Hidden Job Market, is where a lot of the hiring really happens.

### note

Even if a job opening appears in the want ads, those in the employer's internal network often get hired. People in the employer's internal network have the inside track on job openings. Also, many employers place want ads to satisfy legal requirements or to build up a pool of qualified applicants, yet still hire those in their internal network. This may be frustrating from the job seekers perspective, but it is often how things happen.

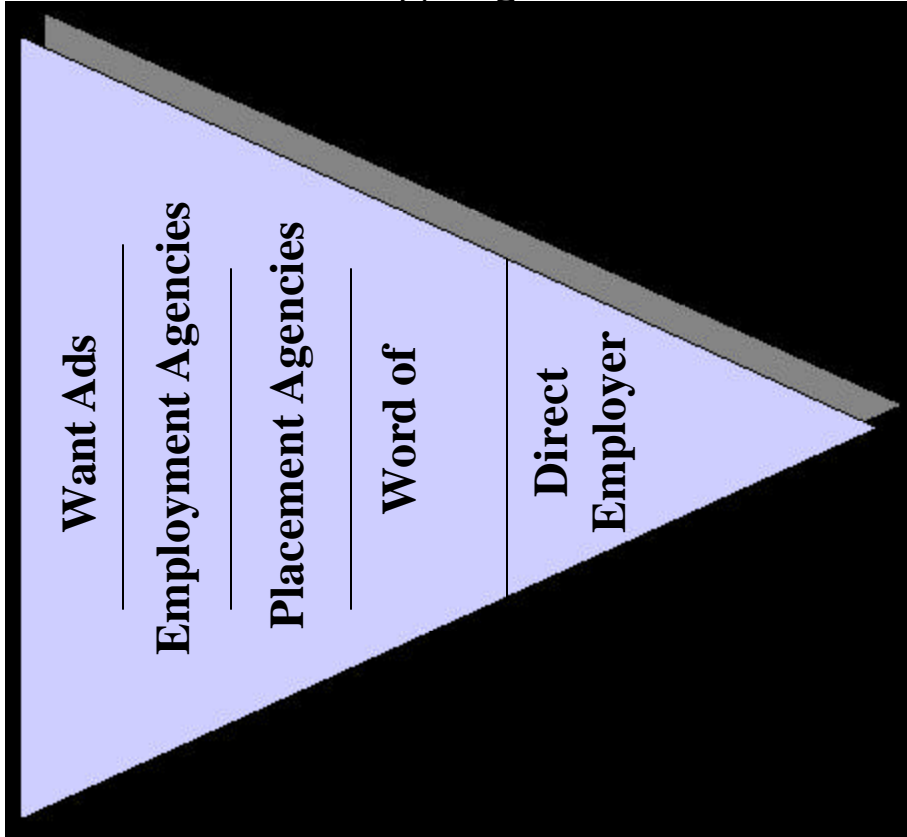
## Job Search Methods

People use a variety of methods to find information about job openings. Some may read the want ads, others ask friends or relatives, and still others may contact employers directly. Successful job seekers use a wide variety of methods but focus most of their time and energy on the more effective methods.

Consider the advantages and disadvantages of some of the more common methods used by job seekers.

Method	Advantages	Disadvantages
<b>Internet</b>	Excellent research tool. Easy access to time and place.	Posting resumes has only a 4% return to get a job interview. Job opening may not exist.
<b>Want Ads</b>	Easily accessed, delivered to home or newsstand.	Contains only 15% of job openings. Employers use as a last resort.
<b>U.S. Employment Service</b>	In some areas of the country, 30% of job seekers get job leads. No fee.	Average of 5% get jobs here. Staff sees many people each week.
<b>Private Employment Agencies</b>	Employer may pay fee.	Job Seeker may pay a fee (up to 15% of 1st year's wages). Only one of 20 people get jobs from using an agency.
<b>Mass mailing resumes</b>	You may get lucky.	5% or lower response rate to resumes sent blind to a company or personnel department.
<b>Targeted Resume</b>	Sending a resume to a specific person will increase your chances of an interview. Contacting an employer and then sending a resume is most effective.	This is time consuming and takes a lot of research.
<b>Personal Contacts &amp; Cold Calling</b>	75% of all jobs are found through these two methods of networking.	Takes good telephone skills, excellent communication and is time consuming.

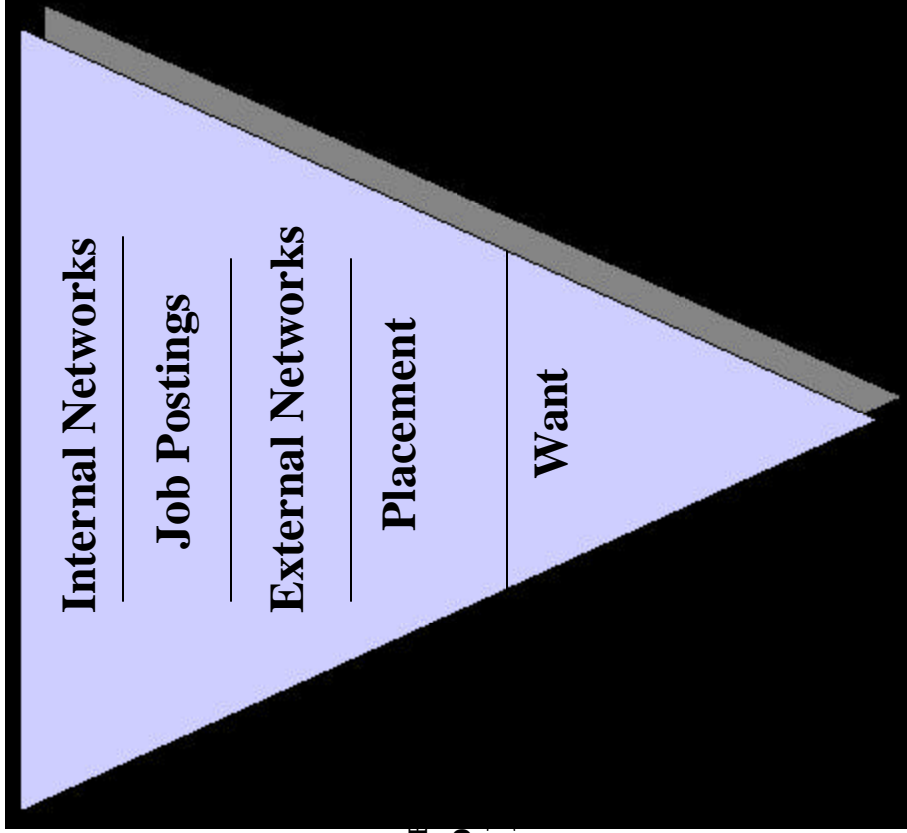
**HOW MOST PEOPLE LOOK FOR**



**THE PROBLEM:**

Most job seekers spend their time checking and responding to want ads, yet employers hire the least number of people

**HOW EMPLOYERS LOOK FOR APPLICANTS**



**THE SOLUTION**

Identify companies you want to work for, try to get informational interviews, leave a resume, fill out a job application, check back periodically. Show enthusiasm but

COMPARE  
Emplo  
or App  
WITH

Juddith M. Hoppin at the Oakland University in Rochester, Michigan developed the information on this page.

## Network Of Contacts

Make a list of all the individuals you could possibly contact to research companies and obtain job leads.

On the next page, in the left column, write the names and phone numbers of individuals and associations you will contact. In the right column, write the names of people, companies and organizations where you are referred.

The list below will help you think of people and organizations you may want to include.

### INDIVIDUALS

Friends  
Co-Workers  
Clients/Customers  
Former Employers  
Bankers  
Friends of Friends  
Merchants  
Military Contacts  
Neighbors  
Other Job Seekers  
Personnel Departments  
Professionals  
Realtors  
Recruiters  
Relatives  
School Contacts

### ASSOCIATIONS

Alumni Association  
Professional Associations  
Chamber of Commerce Lists  
Church  
Convention Rosters  
Corporate Directories  
Political Interest Groups  
Social Clubs  
Sport Leagues  
Trade Shows  
Vendors  
Veteran Groups

A lot of people do not like this activity because they see it as advertising the fact that they are unemployed. If this activity bothers you, remember, you are not asking these people for a job. Tell them you are looking for work, and that you need information. Most people will not have a job to offer, but they will have valuable information to offer.

- What do they know?
- Who can they introduce or refer you to?
- What does the future look like for this occupation?
- Who do they know?
- Who's hiring?
- Who's expanding?

Try to get at least one piece of useful information from every person you contact. This way you keep building your network of contacts and gathering information.

## **Contact Network Sheet**

**PERSONAL CONTACT**  
**(FRIEND, RELATIVE, ASSOCIATE, ETC.)**

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**COMPANIES, CONTACT PERSONS I HAVE**  
**BEEN REFERRED TO**

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**EXAMPLE:**  
Jim Johnson at Elks Club referred me to

Sue Peterson at Kacy Electrical Contractors  
(808) 123-4567

## Researching the Company

Create a list of companies where you are interested in working. Prioritize the list, and spend your time researching these companies.

The materials listed under the heading *Researching Companies* in the *Additional Resources* section will help you learn more about the companies that interest you. The materials listed in the *Additional Resources* section can usually be found in libraries, book stores, career centers at colleges and your State Department of Labor.

Things to research **before** contacting a company:

1. Number of employees
2. What the company does (service and/or products)
3. Business volume, net worth, profit and loss, company stability, etc. (see company's Annual Report if available)
4. Company competitors
5. Company history and future plans
6. Company locations (headquarters, branch offices, international offices, retail outlets, etc.)
7. Salary range or hourly rates paid for various positions
8. Contact names (department heads, human resource manager, people you know who work there, former employees, etc.)
9. Employment activity (recent hiring, firing, layoffs, etc.)
10. Titles of positions that interest you

As you research companies, keep a record of important information on the *Company Research Worksheet* on the next page. Keep this information organized and easily accessible. Copy one worksheet for each company you are researching.

## **Company Research Worksheet**

List everything you already know about the position or company.  
(Duties, salary, location, company size, etc.)

Make a list of questions you want answered before approaching the company.  
(Hiring authority, current projects, etc.)

## **Telephone Skills**

The telephone is a great tool for obtaining job leads and information about jobs and companies. Many people feel uncomfortable calling strangers because they fear rejection and dread the idea of getting tongue tied when they have a potential employer on the line.

This section will help you become more effective in using the telephone to improve your chances of finding a good job.

### **COLD CALLING FOR INFORMATION**

Chances are that the person you call does not get a lot of calls from job seekers. Treat them as if they are an expert in their field, and do so in a friendly manner. They will probably be pleasant or even flattered that you are seeking their advice. Be brief and specific about the purpose of your call. You can get information about a particular occupation, a specific company, or details about what it takes to qualify for a job that holds your interest. Additionally, as you talk to more and more people, you will develop a sense of the labor market for the industry you are researching.

A cold call may lead to a visit to the company and an informational interview. These can be valuable experiences and in some instances may lead to a job.

### **MAKING PRACTICE CALLS**

If you are worried about getting tongue tied on the phone with someone you really want to work for, try calling someone at a company where you do not want to work. Practice asking them about their industry, the equipment and technology they use, job qualifications, hiring practices, trends in the industry, etc. Write things down as you speak with them so you can get use to taking notes while talking on the phone. Practice calls will familiarize you with industry terminology. You might be surprised at how much people are willing to speak with you about their work.

## Getting Your Call Through

Getting through to the right person is sometimes difficult. Therefore remember:

- ⇒ Be courteous and businesslike with everyone.
- ⇒ Be confident, as if you have no doubt that your call will reach its goal.
- ⇒ Receptionists generally want to know who you are, what and who you want.
- ⇒ If you do not know the name of the person you want, ask for the appropriate manager. Try to get the person's name before you are transferred.
- ⇒ If your contact is not available, ask when is a good time to call back.
- ⇒ If you absolutely can not get through, leave a message.
- ⇒ Prepare an outline or a script. For example:

“Good afternoon. My name is \_\_\_\_\_. May I speak with your \_\_\_\_\_  
(production, marketing, design, construction, etc.) manager.

“What is the purpose of the call?”

“I'm looking for some information that pertains to their department, and  
I was referred by Mr./Ms. \_\_\_\_\_.”

### WHEN YOU GET THROUGH

- Use your outline or script.
- Introduce yourself. Mention who referred you.
- Give a brief description of your background.
- Have a list of topics and questions you want to discuss.

“I'm looking for work in the \_\_\_\_\_ field and I'd like your advice.  
I know you're busy, but I will only need about 10 minutes of your time.”

- If the person indicates a willingness to talk, have your questions ready:

“What qualifications do people who work in \_\_\_\_\_ position have?”

“What qualifications do entry level people have?”

“I am planning to attend \_\_\_\_\_ school (or training), have you ever  
hired anyone who attended that school?”

“How many \_\_\_\_\_ (job title) work in your department?”

“When you have an opening for \_\_\_\_\_ (job title), how tough is the  
competition?”

“How many people have you hired in the last six months?”

“What type of growth do you project for the industry?”

- ▷ Ask for the name and number of someone else who works in the field.
- ▷ Ask if you can stop by to ask a few more questions (i.e., informational interview).
- ▷ Take notes during the call. Afterward, update your contact sheet.

## Example Contact Sheet

On a contact sheet write the company information, date, key points, and follow-up information. Be specific. Here is an example. There is a blank contact sheet on the next page that you can copy and use for your company contacts.

Company: Air Quality Inc.  
 Address: 1122 S. Broadway, Denver, Colorado  
 Telephone #: (303) 893-2126  
 Contact person/Title: John Jamison, Air Quality Manager

DATE	ACTIVITY/RESULTS	FOLLOW-UP
4/1/xx	<b>Cold call at 10 a.m., receptionist said company has 300 employees. Spoke with Human Resources, they told me to speak to Mr. Jamison, Design Department Supervisor.</b>	<b>call back to Mr. Jamison on 4/3/xx</b>
4/3/xx	<b>Spoke with Mr. Jamison. Set up informational interview for 4/10/xx. Personable, but very busy. Spoke for only 5 minutes.</b>	<b>4/10/xx 7:30 a.m.</b>
4/10/xx	<b>Met with Mr. Jamison. He said that in the next 3 months the industry will need many smog-certified mechanics due to new laws. Must be certified! Recommends I call Carol Dey, installation supervisor at Air Quality Inc.</b>	<b>Call Carol Dey</b>
4/15/xx	<b>Spoke to Carol Dey. She said to send her a resume. Sent resume and cover letter today.</b>	<b>Check back with Carol Dey on 4/20/xx</b>

## **Example Contact Sheet**

Company:

Address:

Telephone #:

Contact person/Title:

<b>DATE</b>	<b>ACTIVITY/RESULTS</b>	<b>FOLLOW-UP</b>

## Want Ads

Want ads announce job openings in the classified section of newspapers and specific industry publications. A small percentage of job seekers find employment by responding to want ads. Looking through want ads can give you a good idea of the availability of jobs in certain industries. You may be able to find out what kind of experience, qualifications, salary and skills are needed for certain jobs. If specific positions do not appear in the want ads, it does not necessarily mean there are no job openings in that field.

Most new ads go in on Wednesdays and Sundays, so pay attention to those days. Read the want ads cover to cover because jobs that interest you may be listed in unexpected places. For example, want ads for drywallers might be listed under construction, painters, laborers, home builders, carpenters, etc.

*When reading and responding to want ads be aware of the following:*

- ♦ Some ads do not give a company name, rather you reply to a post office box, making it impossible to do any research on the company.
- ♦ Ads that promise a big paycheck usually indicate sales positions that work on commission.
- ♦ If the contact for the ad is an employment agency, find out if they will charge you a fee. Some agencies charge the employer a fee, some charge the job seeker a fee.
- ♦ Multiple position ads usually indicate a new or expanding company. Competition is often fierce for these positions.
- ♦ Some ads use the word preferred (degree preferred, two years experience preferred, etc.). This usually means you can apply if you do not have that particular skill or ability as long as you have the other qualifications.
- ♦ When sending a resume in response to a want ad, make sure you meet the minimum requirements. If the ad says certification, license, degree, experience, etc. required, you might be wasting your time if you do not have those qualifications. If it says “no phone calls”, do not call.

## Applications

When filling out an application be careful of the words you use to describe your situation. If the employer needs more information, be prepared to answer related questions in the interview.

**NEVER WRITE:**

**INSTEAD WRITE:**

Fired ..... Will discuss during interview or terminated

Personality conflict ..... Company restructuring (if true)

Personal/family problems ..... Growth opportunity

Burn out ..... Career shift

Injured ..... Career change

Hospitalization

Travel..... Raise family

Further education (if this is true before you returned to work)

Seek employment with more career opportunity

Acceptable reasons for leaving a job:

- Military service
- Further education (one time in a work history)
- Raise family (one time in a work history)
- Work force reduction - lay off
- Seasonal work - lay off
- Temporary employment
- Relocated
- Self-employment (one time in a work history)
- Seek salaried employment (when leaving self-employment)
- Career change
- Better growth opportunity

Use the form on the following pages as a master when filling out employment applications.

# MASTER APPLICATION FOR EMPLOYMENT

(PLEASE PRINT CLEARLY)

## PERSONAL

Name \_\_\_\_\_ Date \_\_\_\_\_  
 Last First Middle Social Security No. \_\_\_\_\_

Present address \_\_\_\_\_ Telephone No. \_\_\_\_\_  
 No. Street City State Zip

Are you legally eligible for employment in the U.S.A.? \_\_\_\_\_ Driver's License No. \_\_\_\_\_

What method of transportation will you use to get to work? \_\_\_\_\_

Position(s) applied for \_\_\_\_\_ Rate of pay expected \$ \_\_\_\_\_ per week

Would you work Full-Time \_\_\_\_\_ Part-Time \_\_\_\_\_ Specify days and hours if part-time \_\_\_\_\_

Were you previously employed by us? \_\_\_\_\_ If yes, when? \_\_\_\_\_

If your application is considered favorably, on what date will you be available for work? \_\_\_\_\_ 20\_\_\_\_

Are there any other experiences, skills, or qualifications you possess that would benefit our organization?  
 (i.e., special interests, hobbies, clubs or activities)

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## RECORD OF EDUCATION

School	Name and Address of School	Course of Study	Check Last Year Completed				Did You Graduate?	List Diploma or Degree
			1	2	3	4		
High School								
College								
Other (Specify)								

**List below present and past employment, beginning with your most recent**

Name and Address of Company and Type of Business	From		To		Describe the work	Weekly Starting Salary	Weekly Ending Salary	Reason for Leaving	Name of Supervisor
	Mo.	Yr.	Mo.	Yr.					

Name and Address of Company and Type of Business	From		To		Describe the work	Weekly Starting Salary	Weekly Ending Salary	Reason for Leaving	Name of Supervisor
	Mo.	Yr.	Mo.	Yr.					

Name and Address of Company and Type of Business	From		To		Describe the work	Weekly Starting Salary	Weekly Ending Salary	Reason for Leaving	Name of Supervisor
	Mo.	Yr.	Mo.	Yr.					

May we contact the employers listed above? \_\_\_\_\_ If not, indicate which one(s) you do not wish us to contact.

**PERSONAL REFERENCES (Not former Employers or Relatives)**

Name and Occupation	Address	Phone Number

**MILITARY SERVICE RECORD**

Were you in the U.S. Armed Forces? Yes \_\_\_\_\_ No \_\_\_\_\_ If yes, what Branch? \_\_\_\_\_

Dates of Duty: From \_\_\_\_\_ To \_\_\_\_\_ Rank of Discharge \_\_\_\_\_

List duties in the service including special training

Have you taken any training under the G.I. Bill of Rights? \_\_\_\_\_ If yes, what training did you take? \_\_\_\_\_