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Unit 5: Networking & Research

**Getting to know the right people and
letting them get to know you**

After completing this unit you will be able to:

- i) explain how successful job search uses the techniques of a successful sales rep
- ii) explain why 5 really good applications are more likely to win a job than 50 mediocre applications
- iii) understand the importance of networking and how to set up and carry out network interviews
- iv) know what questions to ask and the 4 'eyes' of how to give value at a network interview
- v) plan your telephone calls and how to develop your telephone image
- vi) plan each day to ensure maximum success in the job hunt

**The Job Winners[®] Guide for
Young Adults**

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Getting started in the job search

In Unit 1 - Launching a Successful Job Search Campaign, we said that the best way to approach the job search is to consider yourself to be self-employed, the CEO of Yourself Pty Ltd. Think of prospective employers as prospective customers for your micro-business. This unit explains how to find these 'customers'.

It's OK to be self-employed but, to be successful our micro-business needs clients.

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To best find our 'clients'
we need to use the
strategies of a
successful sales rep

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Before you say, "Wait a minute! I don't want to be a sales rep", being able to market yourself is now an essential skill for anyone who wants to enjoy a measure of success.

This part of the job search does get people outside their comfort zone, but for a much shorter period of time than most would believe. After they have been working at it, using the strategies described in this unit, most people find that they actually enjoy meeting new people as this approach requires. And this manual explains just how to set about doing it successfully.

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**The strategies of a
successful sales rep are:**

- Identify your prospective 'clients' (employers)
- Find out all about them
- Arrange and attend a meeting
- Follow up

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So that you feel confident when you are talking to someone in a prospective employer organisation, it is essential to prepare for each meeting very thoroughly. For this reason, don't try listing too many prospective 'clients' until you are confident that you can research them thoroughly in the available time. Two, or at the most three, organisations are quite enough to start with.

Our prospective clients are **our prospective employers**.

Use the form on the next page for your initial research on each organisation. The form can also be found in the Job Search Resources folder.

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Job search is a full-time job

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If you consider yourself a micro-business that at the moment doesn't have any clients, what time do you want your chief sales rep out there looking for prospects?

That's right: from first thing in the morning until 5.00 or 5.30pm every day from Monday to Friday.

A full-time, well planned and pro-active approach to the job search is much more likely to get you a successful outcome than a half-hearted, casual approach.

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If you are serious about your job search, you will need to be working on it 8 hours a day five days a week.

Plan each day so as to make best use of the time. Use the Daily Action Planner shown on pages 26-27.

Job search is a bit like competing in the Olympic Games - except that there are no Silver and Bronze Medals. You've got to go for Gold. And going for gold means lots of hard work in preparation. Stephanie Rice didn't win her Gold at the Beijing Olympics; she won it in the months and years of hard training she had put in beforehand.

In the same way, the more effort you put in to preparing each application, the more likely you are to win gold.

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Five

really good applications are more likely to get you a good job than **50** 'mediocre' applications

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It's not necessarily the best applicant that wins the job; more often it's the applicant that puts in the best application.

If one applicant takes five times as much trouble and spends five times as much time as does another applicant, which one is the more likely to win the job?

Do you have the time and the energy to make every application as effective as it can possibly be if you are going for a multitude of jobs at the same time?

But it takes courage. Success begins in the mind. If you think you will be successful, the chances are that you will be. If, on the other hand, you think you're beaten, you are!

To develop the right sort of mindset, start by dressing like the people who do the work you want to do. Look the part, act the part.

Keep physically active. Take regular exercise, preferably 30 minutes every day. Physical fitness makes a huge difference to your self-confidence and self-esteem.

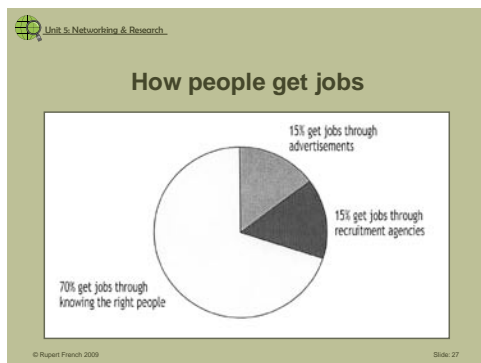
Walk tall. Head up, shoulders back, a spring in your step and positive frame of mind.

Laugh: keep a favourite cartoon in your job search folder; download funny stories off the internet and share them with your friends.

With this sort of mindset, you are ready to go job hunting. You are a marketable product, an attractive proposition.

Where the Jobs Are

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The Hidden Job Market comprises 70% or nearly three quarters of all the jobs that are available. These are jobs that have not been advertised.

For every position advertised, there are nearly 5 that are not.

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How to set about finding a job in the hidden job market

Research the occupation as thoroughly as you can using the websites and resources mentioned on page 8.

1. Decide on the job you would most like to do

Research the occupation thoroughly using the Career Information Centre, the *Job Guide* and websites such as www.myfuture.edu.au.

As you find out more about the job, you will be able to see whether it is the job you really want. But the main purpose of thorough research is so that, when you are talking to someone in the workplace, you don't ask questions that you should know the answer to.

2. Research organisations likely to have positions in your chosen occupation

The Yellow Pages can be a good place to start if you are seeking work in businesses that serve individual customers. If you want to work in organisations that serve corporate clients or in government departments, you will need to look further afield, starting perhaps with the internet, because these organisations as a rule do not advertise in Yellow Pages.

Once you have identified one or more (maximum is 5) research these organisations. A Reference Library is an excellent source of information. Libraries sometimes hold an index of stories, written in newspapers and journals, about local organisations.

3. See if you can find someone who knows someone in these organisations

Introductions or referrals are a great way to break the ice and make it much easier for you to set up a meeting.

4. Go and see them

Every organisation is always looking for new talent for the team. They will be pleased that you made the effort to contact them.

5. Follow up with a thank you note

Make each person you see an active member of your network.

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How to find a job in the Hidden Job Market

1. Decide on the job you would most like to do
2. Look up organisations likely to have positions
3. Research the organisations thoroughly
4. See if you can find someone who knows someone in these organisations
5. Go and see them
6. Follow up with a thank-you note

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Which organisations employ the occupations that you chose?

Plan how you would conduct the initial research.

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Your aim throughout the job search process is to

**get them to
like you**

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You know yourself that if you like someone, you are more prepared to help them.

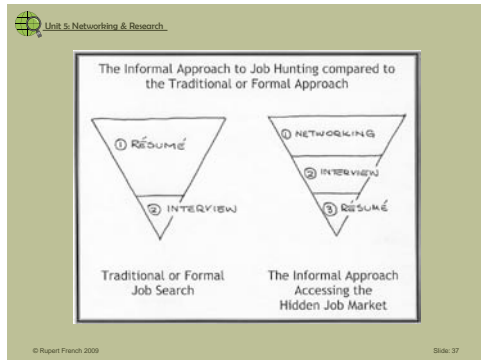
If you get the people you meet through your network interviewing to like you, they will want to help you. If they like you a lot, they may well want you on their team and then they will be very keen to help.

If they don't like you, they won't.

The Informal Approach to Job Hunting

Accessing the Hidden Job Market compared with the Traditional or Formal Approach

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Each activity is in a segment of triangle. The size of these segments represents the relative importance that the candidate places on that activity and the effort she puts into it.

In the traditional approach, it is the résumé or written application that is considered the most important activity but in the informal approach, it is the least important of the three. That doesn't mean that it is unimportant; it just means that the employer may well have already decided to employ you before he/she reads your résumé - and then it is only to support the decision to hire you.

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It's the attitude they are looking for

Sir Richard Branson, founder of the airline Virgin Blue, has always maintained that hiring for attitude is the single greatest secret to business success.

Chris Sheedy, writing in Virgin's in-flight magazine *Voyeur*, says the airline 'is always on the lookout for can-do people to join its family'. To turn a business into a success story they want people who have positive attitudes and who are problem-solvers, proud of their work, savvy and attentive.

'Virgin can train smart people to do just about anything but a bad attitude could bring the business down.'

Networking

An effective network is a *quality* network, not a quantity one. Many books suggest that you should have a humungous network, the bigger the better. Not true. What you want is a network of people who are actively helping you in the job hunt.





You should be in regular contact with all the members of your network - at least once a fortnight. They should be well aware of the progress you are making and the career options that you are looking at.

The “four eyes” for success in information interviewing

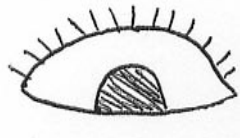
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The four ‘eyes’ of successful information interviewing

-  Information
-  Introduction or referral
-  Interest
-  Integrity

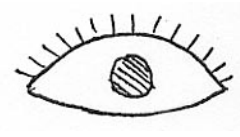
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Information

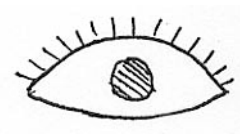
Get all the information you can. Look the organisation’s website, read brochures and sales literature, annual reports (often available through the reference section of public libraries), newspapers and trade journals.

Having this information will make your interview time so much more useful and it will show them your interest, your organisational skills, your determination, qualities that they might like to have on their team.



Introduction or referral

An introduction or a referral is a great ice-breaker. If someone thinks sufficiently highly of you to recommend you to a friend or colleague of theirs, then you must be worth seeing.



Interest

If you are genuinely interested in them, they will be interested in you.

Enthusiasm is the display of fervent interest and enthusiasm makes “an attractive and convincing salesman out of an assortment of dead flesh and bones.”⁴

If you are interested in them and show genuine enthusiasm, they will be likely to like you.

⁴ Paul Ivey, *Successful Salesmanship*, Prentice Hall, 1942, quoted in Anthony Medley, *Sweaty Palms: the Neglected Art of Being Interviewed*, Ten Speed Press, 1992.