

NETWORKING -ESSENTIAL COMPONENT OF SUCCESSFUL JOB SEARCH

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1. **Networking defined** - Process of recruiting others to assist you in discovering the hidden job market in your job search campaign, without ever asking others whether they have a job or whether they know of anyone who has a job.

2. TWO WAYS DO A JOB SEARCH

OPTION I

- a) Answer newspaper ads
- b) Posting to job boards
- c) Searching boards & sending resumes
- d) Sending blast resumes to target companies in industry
- e) Use of recruiters

OPTION II

- a) Spend majority time informal networking
- b) Involve others extensively in your search
- c) Select an accountability partner
- d) Active involvement in local networking groups

3. WHY IS NETWORKING SO IMPORTANT?

- a) More people land thru networking any other method – approximately 70% people find job through **NETWORKING**
- b) Most effective job search tool – generally **shortens time it takes to land a job**

4. KEYS DOING AN EFFECTIVE JOB OF NETWORKING

- a) Select targeted industry
- b) Select targeted job (“Begin with the end in mind.”) Stephan Covey
- c) Select targeted companies i.e. Fortune 500, Inc. 500, Dallas 100, Book of Lists, Identify thru social networking and Linked In
- d) Find people in those industries, companies and jobs to help you with your search

5. FISHING ANALOGY

- a) Fish where the fish are and are hungry – Gain knowledge of where jobs are in your chosen field – Informal Networking, Job Boards, Job aggregators; Linked In
- b) Make your lure most attractive lure in pond i.e. focus, high quality 2 minute and written resume, target companies
- c) **Keep your hook in the water**

6. SETTING UP A NETWORK

- a) Make a list of all the people that you know
 - 1) Start with your last boss
 - 2) Peers/subordinates
 - 3) Competitors of companies worked for
 - 4) Suppliers/vendors – (buyers, attorneys, architects, etc.)

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- 5) All people ever worked with, for and or who worked for you
- 6) Church, professional or social organizations of which you are a member

- b) Prioritize list i.e. start with people who are in target companies, decision makers, and people you know well who presently do what you do

7. SETTING UP A NETWORKING MEETING

- a) Make the call - single reason call - get a face-face meeting
- b) State your name
- c) Make the connection – indicate where you got their name
- d) Advise them you are presently doing a job search but will not be asking for a job
- e) **Tell them what you will do** – “I would like to come by and spend 20-25 minutes and get to know you and get your input on key trends in the industry.”
- f) Ask for an appointment (Alternative of Choice) i.e. “Would Tuesday or Wednesday of next week be better for you? A.M or P.M? 10:00 or 11?”
- g) Thank them and confirm the time and place of the appointment

8. CONDUCTING A NETWORKING MEETING

- a) Establish Rapport
- b) Thank the individual for meeting with you.
- c) Re-emphasize that you will not be asking them for a job
- d) Deliver your 2 minute presentation
- e) Use a transition question such as
 - 1) Now that I have told you about myself, I am interested in knowing more about the problems in the industry. Can you share with me the 4-5 biggest problems that your company is facing? (Listen and take notes)
 - 2) Then ask “I have targeted companies like..... - Do you know anyone or know of anyone who would know people in those companies who I could talk with?
 - 3) Qualify any referrals – how well do you know them and what do you know about those individuals?
 - 4) Is it OK to use your name when I call them
- f) Ask **key question “Is there anything I can do to help you?”**
- g) Thank them for their time
- h) **Leave your resume**
- i) Send them a follow-up handwritten thank you note