
Networking Leading to Interviews

The Breakfast Club

Saturday, August 8, 2011

The two ways to network: via computer or in person

- **Networking via computer**
 - Via the Internet, e-mail, or LinkedIn
 - Easy-to-use, but only 10 to 15% yield

The two ways to network: via computer or in person

■ Networking in person

- ❑ The cultivation of relationships for **a**dvice, **i**nformation, **l**eads and **r**eferrals (AILR)
- ❑ The expansion of one's sphere of acquaintances
- ❑ Knowing others, and more important, that others know you
- ❑ A skill that can be learned and developed
- ❑ The source of 60 to 80 percent of job landings

People are willing to network with you once the following have occurred:

- You identified and focused on specific companies within an industry.
- People can get industry intelligence from you.
- You demonstrate that networking is a give-and-take transaction.

How to generate networking meetings via referrals? Here is a script:

- “My name is Jane. Our mutual acquaintance Paul suggested I give you a call because he feels you’re an expert in the pharmaceutical industry. Paul suggested that you might be of assistance to me. I’m in transition and looking for a role as a marketing director. I don’t expect you to know of an opening in this area, but perhaps you can share with me your thoughts about ways I can find out who is hiring.”

A script to generate a networking meeting

The Script	The strategy
My name is Jane	Introduction with name
Our mutual acquaintance Paul suggested I give you a call because he feels you're an expert in the pharmaceutical industry.	Why should he listen to you? Because of a mutual acquaintance
Paul suggested that you might be of assistance to me.	Following up on a recommendation by 3 rd party – not you.
I'm in transition and looking for a role as a marketing director.	A brief background – “I am in transition”. Identify briefly your target role by title only
I don't expect you to know of an opening in this area, ...	Remove the pressure from the other party
...but perhaps you can share with me your thoughts about ways I can find out who is hiring.	A call for action – simply asking for “AIR” (Advice, Information, Referral) – definitely not for a job!

A template for networking: RACLE

- Rapport building: A conversation to establish relationship. Easy talk like weather, personal interests, and common friends or subjects.
- Agenda: This is the purpose of the meeting. Why are we talking? How can I add value? Must be a minute or less.
- Contacts: Whom does the person know who can be of help to me?

A template for networking –RACLE

- Likability: Develop relationship on trust, integrity and commonality. Demonstrate energy, enthusiasm, motivation, and drive.
- Engagement: Ask for referrals and then be sure to follow up. That's the most important part. And do keep the host in the loop.

The hiring process: two opposing vantage points

CANDIDATE	HIRING MANAGER
Starts a job search campaign	Needs to fill an opening
Goes through a huge learning curve	Asks Human Resources to recruit candidates
Finds the process humiliating, frustrating and an emotional roller coaster	

The hiring process: two opposing vantage points

CANDIDATE	HIRING MANAGER
Struggles to generate interviews	Selects between 3 to 7 for interview
Gets prepared for interview	Very busy. Does not have time to interview
Lots of last-minute cramming, tension, and emotions	One more thing to accomplish that day

The hiring process: two opposing vantage points

CANDIDATE	HIRING MANAGER
Performs last-minute preparation, clothing, and grooming	Does not look forward to it
Is called for an interview	Schedules interviews
The interview	The interview
Wants to make a great first impression	Eager to fill the job

The hiring process: two opposing vantage points

CANDIDATE	HIRING MANAGER
Keen to self-promote but feels incapable of doing it well	Often not prepared and/ or not skilled to conduct interviews
Not at maximum performance due to tension	Wants to validate candidate's skills, fit, and commitment
Could have used much more interview practice	Will not remember what each candidate said but will remember image

The hiring process: two opposing vantage points

CANDIDATE	HIRING MANAGER
Closes the interview with a few questions	Invites closing questions
Wants to talk 50% of the time	Needs to decide on the ideal candidate
Recognizes the need to build rapport with interviewer	Needs to sell candidate to boss or others
Sends a thank-you letter	Ponders whom to hire

The hiring process: two opposing vantage points

CANDIDATE	HIRING MANAGER
Very eager to hear good news	Decides on the perceived ideal candidate
Receives a letter starting with “Congratulations!”	Human Resources extends a job offer
Wants to but not trained to negotiate for better compensation	May or may not be ready to improve the offer

Questions and Answers

If you have questions you'd like to ask me privately, do not hesitate to contact me.

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