

Become the Perfect Candidate

Tap into the
HIDDEN
Job Market

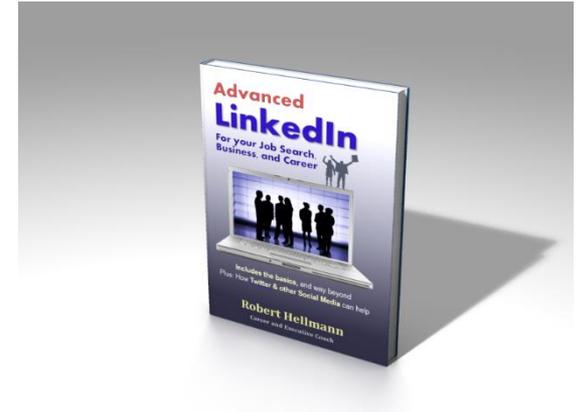
Robert Hellmann
Hellmann Career Consulting
www.hellmannconsulting.com

Columbia University
January 12th, 2016

Why I am doing the talking...



75+
Seminars
annually



**THE FIVE
O'CLOCK CLUB**

**Certified Master Career &
Exec Coach**



**Adjunct
Professor**

20 Years at



First: Position Yourself

for **your specific job target**, **NOT** your last job.

JULIE KARR

313-555-6555
julie@hellmann.com

www.hellmann.com/julie

SENIOR SALES PROFESSIONAL

Over 12 years of experience selling sales results and developing lucrative long-term client relationships.

- **Relationship Management** • **Marketing** • **Publicity** • **Staff Leadership**
- Developed **strong, profitable relationships** with high-powered clients and major corporations, including **HBS, News, and Verizon**.
- Built a successful wholesale retail business using **innovative promotional and sales techniques**, featured in **Entrepreneur Magazine** as a "Growth" entrepreneur.
- **Increased new sales to the highest level** in the Montclair Diet & Health Center's 15-year history by using relationship building and presentation skills.
- **Increased client retention rates to highest numbers** in the 20-year history of the Midtown Diet & Health Center through relationship building and program enhancement.
- Received written testimonials from numerous clients attesting to outstanding **sales, listening, rapport building, and team creation skills**.
- **Cross-cultural perspectives** in relationship building, via research abroad and for the U.S.

Use positive, energetic verbs to build relationships across cultures, inspire and lead. Creative and assertive in establishing client success.

PROFESSIONAL EXPERIENCE

KARR CENTER FOR WELLBEING LLC, New York, NY 2001 - Present

President, Founder

Build educational clientele by leveraging sales, marketing and relationship-building skills.

- Designed **workshops and presentations** for clients and prospects, which were **responsible for 40% of new sales** in 2014.
- Leveraged branding talent and expertise to **create, trademark and market brands** such as "Living - The Liberation Strategy" - "Health and Thin" - "Lose"
- Clients include major corporate executives, cover models, #1 pop-chart artist.

THE DIET AND HEALTH CENTERS, New York, NY and Montclair, NJ 2000 - 2012

Director, Sales & Public Speaking, Montclair, NJ location

- Bought the Behavioral Change Department to its **highest grossing sales level** in the center's 15-year history.
- Conveyed value of program through **innovative salesmen** that targeted and attracted likely prospects, resulting in a **36% increase in new sales**.
- Managed related accounting and department records.

julie@hellmann.com

Discuss UT global tax issues?

Dear Julie,

Could United Technologies benefit from a hands-on tax director and counsel with international expertise and the ability to drive strategic initiatives?

I have designed and implemented tax strategies for businesses in the U.S. and more than 14 countries, which could be helpful given your well publicized expansion into Europe and Asia.

I know how to work with operations, finance and legal people to deliver tailored solutions that get results. I have managed cross-functional teams in North America, Europe, Latin America and Asia-Pacific in complex projects, including

- Executing a **\$4 billion U.S. recapitalization**
- Refinancing global operations to **extract cash from overseas** without crippling operations or paying significant taxes
- Implementing a global trading company to streamline production, increase sales and **reduce the global effective tax rate by 50%**.
- Reconfiguring a global sales organization to isolate and manage an estimated **\$100 million foreign tax exposure**

My resume is attached for your additional information.

I am very interested in meeting with you. I believe you will find even a brief meeting beneficial. I will call your office in the next few days to see when I can get on your calendar.

Kind regards,

Rob

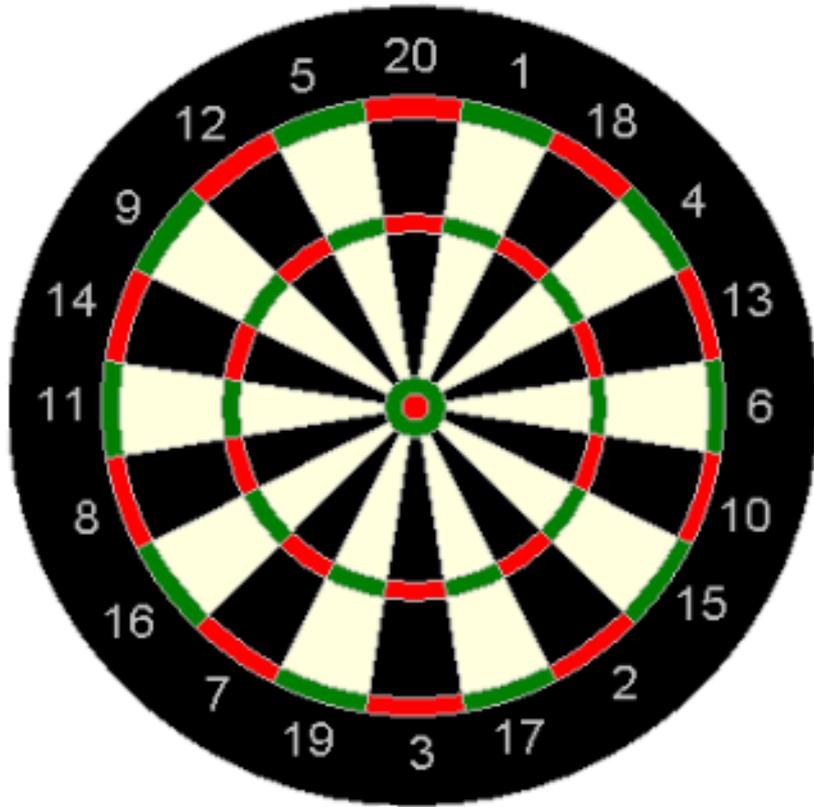
Robert Hellmann

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YOUR JOB TARGET



- ❖ **Job title or description**
- ❖ **Industry or Company Type/Size**
- ❖ **Geography (sometimes)**

“Before” Résumé

Elliott Jones

421 Morton Street

Chase Fortune, KY 23097

Sears Mortgage Company

2010 - Present

Vice President, Segment Director, Shelter Business

- Director of \$4.6-billion residential-mortgage business for the largest mortgage lender.
- Organized and established regional marketing division for the largest mortgage lender, a business which included first and second mortgages, and mortgage life insurance.

SportsLife Magazine

2007 - 2010

Publisher and Editor

- Published and edited largest health/fitness magazine. Increased circulation 175%.
- and so on. . .

“After” Résumé

Elliott Jones

421 Morton Street

Chase Fortune, KY 23097

ejones@yahoo.com

Fifteen years: domestic and international marketing management in the leisure/sporting goods industry

- Multi-brand expertise specializing in marketing, new business development, strategic planning, and market research.
- Identify customer segments, develop differentiable product platforms, communication strategies, sales management, share growth, and profit generation.

Sears Mortgage Company

2010 - Present

VICE PRESIDENT, BUSINESS DIRECTOR

Residential Real Estate Business

- Business Director of a \$4.6-billion business. Managed strategic planning, marketing, product development, and compliance.
- Consolidated four regional business entities into one; doubled product offerings. Grew market share 150 basis points and solidified #1 market position.
- Developed and executed nationally recognized consumer and trade advertising, public relations, and direct-response programs.
- Structured a product development process which integrated product introductions into the operations and sales segments of the business.
- Organized and established regional marketing division.

SPORTSLIFE MAGAZINE

2007 - 2010

Publisher and Editor

- Published and edited largest health/fitness magazine. Increased circulation 175%.
- and so on. . .

Elliot wanted to get back into Sports Marketing, but his ‘before’ resume positioned him in the ‘Shelter’ business!



In Julie's prior jobs, she was a therapist, a health center counselor, and a gift business owner. But she positioned herself successfully for her Senior Sales Professional target.

JULIE KARR

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Page 1 of 3

SENIOR SALES PROFESSIONAL

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◆ Relationship Management ◆ Marketing ◆ Publicity ◆ Staff Leadership

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Ways To Get Interviews

- Ads (incl. Job fairs)
- Search Firms
- Direct Contact
- Networking

(passive)

(passive)

(active)

(active)

≈20%

≈80%

Strategy for Active Search

Stage 1: get
the word out
to your
network –
200 people!

Stage 2:
6-10 Things
in Works

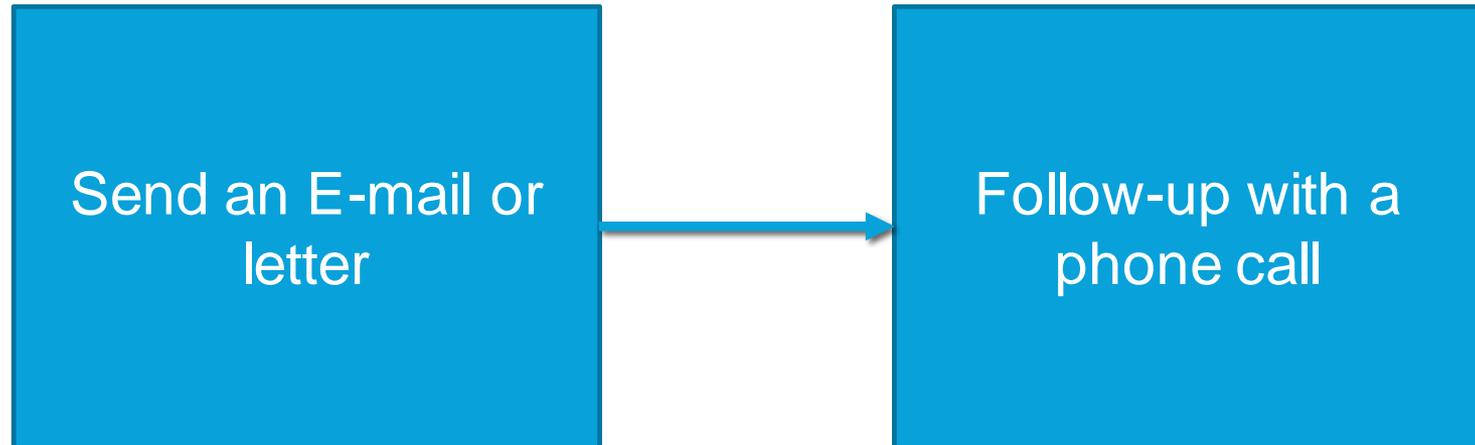
Direct Contact

Contacting **someone you don't know** and there's **no referral**.

Develop Contacts Via:

- ✓ Alumni Associations (Don't "ask for a job")
- ✓ Trade or industry Association- membership lists via online databases
- ✓ LinkedIn
- ✓ Company website
- ✓ Google searches on Company
- ✓ Databases such as Hoovers (expensive- get from Library or association), Jigsaw.com (inexpensive, used for direct mail).
- ✓ Articles, online journals
- ✓ Calling the organization switchboard and asking for the contact info.

How to Reach Out



Who to Contact

- Peers when “learning.”
- Managers one or two levels above your level when ready to go for the job.

Emails vs. Letters

- In general, **default to using email** (or both).

Email	Letter by Postal Mail
✓ It works!	✓ It works!
✓ Fast for you	✗ Time consuming
✓ Easy to respond	✗ Hard to respond
✓ Everyone reads email	✗ Delay in getting/reading mail
✓ Quick Delivery	✗ Longer Delivery
❖ More Current	❖ More Old School
✗ Spam Issues (subject and email address are key)	✓ No Spam Issues
✗ Just another email	✓ Stands Out

Structure of Cover Letters

(alter as needed)

Paragraph 1: Introduce yourself: how you came to their attention:

- a) Referred by, or
- b) Talk about them, or
- c) Talk about the company.

Paragraph 2: Mention your background, and why you are reaching out.

Paragraph 3: Pitch, including bulleted accomplishments

Paragraph 4: Ask for a meeting (optional- include something personal to the reader).

Include your **PITCH**

1. How they should “categorize you”
2. How differ from competitors
3. Examples to back it up
4. Underlying your success
5. Turn it back to them

Tone differs if going for a
'job' vs. 'informational
meeting.'

Direct Contact when opening unknown

(informational meeting – industry change)

Subject: Open to discussing Development/Fundraising at Ivy University?

Dear John,

Upon reading your bio on the Ivy website, I thought I would reach out to you, as I myself have experience that could support fundraising and development efforts.

I currently work in New York City (at _____ and teaching part-time at _____), and in the long run am looking to work in the Hudson Valley, preferably at Ivy or one of the other area Universities. I would greatly appreciate 20 minutes or so of your time to gain your insight on how my experience might be a fit in a University setting (I will not be asking about or expecting any openings). Given my many years of experience with Data Mining and DataMart design, perhaps I could also share with you some knowledge that you would find useful for Ivy's fundraising efforts.

Some background: I have nearly 14 years in Database Marketing analytics, that is, turning raw data into actionable knowledge for Marketing or Sales teams. I believe that a University would find this experience valuable in helping to optimize fundraising contacts, target enrollment prospects efficiently, and improve retention. Highlights include:

- **Doubled Marketing's ROI to 23%** by adopting a "test-learn-enhance" approach to campaigns, and by developing segmentation/modeling strategies.
- **Increased retention by 57%** for high potential customers, and increased new account acquisition revenue by 79%, by developing segment-based targeting strategies.
- Led development of **DataMarts** that increased marketing analytics capabilities.
- Created **customer and prospects segments** that included views both across the customer lifecycle and by how they used our services, which led to profitable, highly targeted campaigns.

I also notice from your bio that you made the transition from corporate to university that I'm looking to make. I would greatly value your insight regarding this transition I'm seeking. Would you be available for a brief meeting?

Elements of Success

- Focus on value to them
- Asked for just 20 minutes
- Mutually beneficial
- Powerful Pitch
- Not asking for a job
- No reference to a resume
- Call to action
- Show appreciation

Direct Contact (received response in 13 minutes!)

Subject: Discuss StyleCo?

Dear Ellen,

Upon noticing our shared connection on LinkedIn I thought I would reach out to you. I see you have been at StyleCo for quite a while; I've always admired StyleCo's rich history, outstanding collection and superior product.

I am contacting you as an experienced luxury home furnishings showroom manager who is currently exploring new opportunities. I would be grateful for 15-20 minutes of your time for a (possibly mutually beneficial) conversation regarding how StyleCo is organized and where I could potential be of help down the road (I will not be asking for or expecting any job openings).

Some background: I have 12 years of experience managing showrooms as large as 50,000 square feet, with sales and support staff of up to 55. I have also developed profitable sales and marketing partnerships with a range of non-profits and other organizations. Highlights:

- Launched first successful East Coast showroom for Ikea; grew sales to \$80 million.
- Possess strong ties to local design-style community that could be accessed to develop partnerships that promote StyleCo's brand.
- Built a solid partnership with the X Foundation thru participation in its annual Weekend, raising brand visibility with elite architects and designers.
- Selected by Ikea to provide leadership in the opening of two new strategic locations, Charlotte, SC and Baltimore, MD
- Events have been written up in national publications, including the New York Times and the Washington Post.

My LinkedIn profile is www.linkedin.com/in/julie, for your further information. Underlying these and other accomplishments has been a strong customer service orientation, and a proactive approach to raising brand visibility.

I noticed your "Director of Operations" title in LinkedIn. I have made it a point to influence operational efficiency in the positions I've held, and have succeeded in improving efficiency in the areas of client followup, floor-change, and back-office tasks.

Your thoughts on StyleCo and my background would be greatly appreciated. Perhaps the meeting would be mutually beneficial, as I would be happy to share both my perspective from working at Bergdorf Goodman and Ikea, and my extensive network.

Would you have a few minutes available on your calendar to talk?

Elements of Success

- Focus on value to them
- Asked for just 20 minutes
- Mutually beneficial
- Powerful Pitch
- Not asking for a job
- No reference to a resume
- Call to action
- Show appreciation

Saw Ad, contacted Hiring Manager

Subject: Discuss UT Global Tax Issues?

Dear Ms. Hester,

Could United Technologies benefit from a hands-on tax director and counsel with international expertise and the ability to drive strategic initiatives?

I have designed and implemented tax strategies for businesses in the U.S. and more than 14 countries, which could be helpful given your well publicized expansion into Europe and Asia.

I know how to work with operations, finance and legal people to deliver tailored solutions that get results. I have managed cross-functional teams in North America, Europe, Latin America and Asia-Pacific in complex projects, including

- Executing a **\$4 billion U.S. recapitalization**.
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- Reconfiguring a global sales organization to isolate and manage an estimated **\$100 million foreign tax exposure**.

My resume is attached for your additional information.

I am very interested in meeting with you. I believe you will find even a brief meeting beneficial. I will call your office in the next few days to see when I can get on your calendar.

Sincerely,

Elements of Success

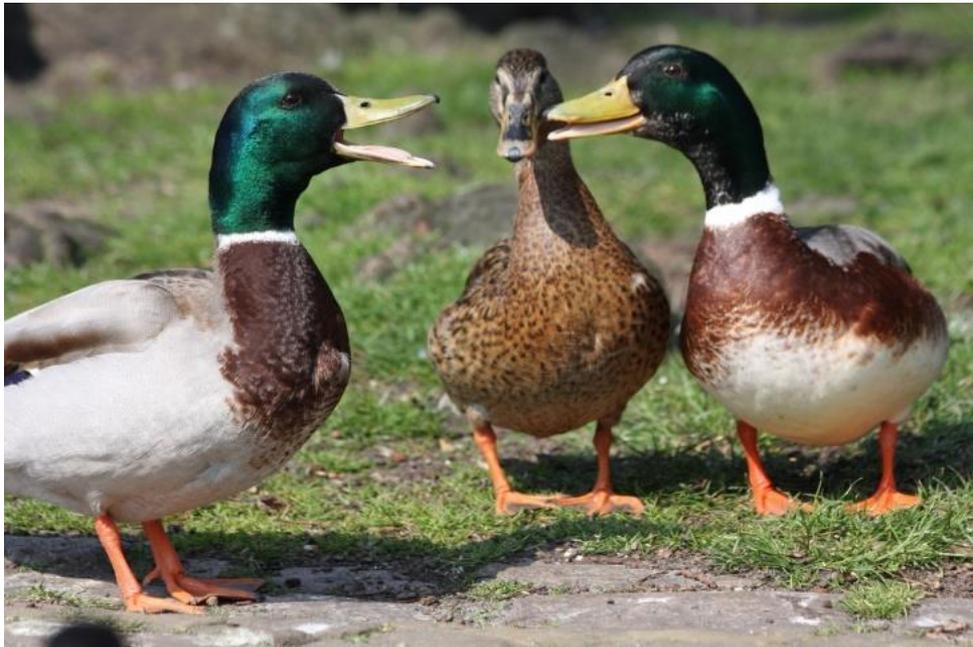
- Focus on value to them
- No reference to Ad
- Mutually beneficial
- Powerful Pitch
- Hard-hitting
- Attach Resume
- Call to action

Following Up by Phone

- The first time, it's o.k. to leave a message. After that, don't.
- Try calling before 9am or after 5pm, for those difficult to reach.
- Enlist gatekeepers as your ally.
- Takes an average of 8 followup phone calls to get a meeting.
- Have a script ready for 1) if they answer, 2) if an admin answers, 3) if you leave a voice-message
- Make sure your voice mail sounds professional.

Networking

When you're using someone as an introduction to get to someone else



An Intro"duck"tion

Form **lifelong relationships**

“re-contacting” is key

Developing Your Network

LinkedIn

Associations

Facebook

Your dentist...



**Think big about
your network!**

Networking (informational meeting in another department)

Subject: Referred by Helen Smith

Dear Susan,

Helen (copied on this email) suggested that I reach out to you because she knows of my analytic skills and interest in portfolio analysis at Goldman. I'm currently an intern in Helen's department, and am beginning to explore opportunities down the road, post-graduation (May 2013).

The work you do sounds fascinating. Though not expecting any openings, I would greatly appreciate 20 minutes of your time to hear more about what you do, how the department is organized, and where my skillset could potentially be a fit down the road.

A bit about my background: I'm a senior at Fordham University's Gabelli School of Business, majoring in Finance, with an Economics minor. In addition to my internship in Helen's group, I've also gained hands-on experience via research assistant internships at WellKnown Advisors (a subsidiary of LPL Financial), and UBS. Highlights include:

- Created over 30 weekly and monthly client portfolio reviews, which measured performance vs. goals, at WellKnown.
- Rebalanced 12 different equity portfolios using Bloomberg Terminal, at Goldman.
- Developed a research report for Reebok, including stock recommendations, for a class project; received an "A."
- Classes have included portfolio management, global investments, securities analysis, statistics, and financial modeling.

My LinkedIn Profile is www.linkedin.com/in/myname for your additional information.

I would be grateful for a few minutes of your time. I would be happy to stop by your office at your convenience (and bring coffee if you would like!). Would you have 20 minutes available on your calendar to talk?

Your LinkedIn Network

First Quality...

Then Quantity

Quality LinkedIn Connections

- ✓ Know in some way & open to helping (maybe)
- ✓ Receive connection request from stranger & you want them in your network

Quality LinkedIn Connections

If someone you don't know

Build a relationship –
ask why they are reaching out

Don't Make this Mistake!



You need to have the relationship with the hiring manager!

- ✓ Ask if ok to email with "Referred by" in the subject line.
- ✓ Ask to be copied on their email directly to the person.

Developing Your Network

TRY THIS:

Send a mass e-mail to your broad network. Include:

- ✓ Your job target
- ✓ Your pitch, with bullet points (no resume)
- ✓ Ask for help with contacts in any department at these firms (list firms at bottom)
- ✓ Say you will not be asking for a job, but rather a 10 minute conversation
- ✓ Ask about how the company is organized and where would fit down the road.
- ✓ Make sure to bcc all the recipients- don't expose their e-mail addresses!

Email to Sandy's Entire Network

Subject: Your Help Requested

Hi all!

As some of you may know, I am beginning my search for a new position that would make good use of my skills and talents as a teacher. Even though I am currently employed in a teaching position, this position is contingent on grant funding, and is therefore unstable. The position I am looking for would be more reliable over the longer term.

I would greatly appreciate the opportunity for a ten minute conversation with a contact in any one of the schools listed below. In that conversation I will not be asking your contact about specific job openings. Rather, I would be interested in learning how the institution is organized and where my skill set might be a fit down the road.

A reminder of my background: I have 17 years of experience inspiring learning in elementary school children. I've taught many subjects, but my focus has been on dual language immersion education (Spanish/English), poetry, drama, and literacy. My experience as a trained singer and dancer, recording artist, and performing poet, along with my proficiency in Portuguese and fluency in Spanish, help me to foster learning. Highlights from my background include:

- Chosen by the principal to mentor other teachers based on recognition for running a model classroom.
- Single-handedly producing, directing and staging 43 student dramatic performances as Drama teacher
- Raising reading achievement of struggling literacy students by many levels in a short time span.
- Inspiring students to become poets, as a poetry teacher.

I've listed 27 public and private schools below. I hope it's not too much to ask that you read through both lists. Any contacts you have, in any position, in these or other institutions of learning (including non-profit organizations) would really help. Please feel free to email me their contact information, and/or forward this email on as appropriate.

Thank you so much for your time, reflection and support!

Public Schools (list)

Private Schools (list)

All the Best,

Sandy

From one of my clients. This email resulted in many leads for Sandy, four interviews, and a job offer!

- a) Not asking for a job
- b) 10 minute conversation
- c) Specific target
- d) Pitch
- e) Call to action
- f) Marketing Plan

Structure an Informational Meeting

1. Exchange pleasantries
2. Remind them why there
3. Two minute pitch
4. Ask questions
5. Show them personal marketing plan
6. Ask, “of those companies that you liked, can I use your name to contact them?”
7. thank them for their time.
8. follow up with a thank you note.

Contact Management: 50% of Success

- Re-contact your network every 3 to 6 weeks:
 - ✓ update them on your progress
 - ✓ Send them a link to a useful article
 - ✓ Provide additional thoughts
- Have a contact management system!

Following Up by email

CASE 1: Keeping in touch with someone in your network

Subject: Hello and update

Hi Ben, hope things are well with you and Thanks again for meeting with me last month!

Thought I would update you on how things are going with my search as it's been a while. I've met with FinCompany1, as well as some other investment management firms. The conversations have been interesting, and may result in something down the road. In the meantime, I continue to reach out to companies and people in my marketing plan.

If there is anything I can do for you, please don't hesitate to ask! I look forward to talking with you again soon.

CASE 2: Several weeks after an interview, and you haven't yet heard back

Subject: Checking in, re:...

Dear Sarah,

Thought I would check in with you since it's been several weeks since our last email exchange (below). While I'm continuing to meet with other investment management firms, I remain very interested in FinCompany2. If there is any additional information I can provide that would help with decision-making, please don't hesitate to ask!

Keeping in Touch on LinkedIn

Share Updates

View “Home” Page Updates

Message your contacts

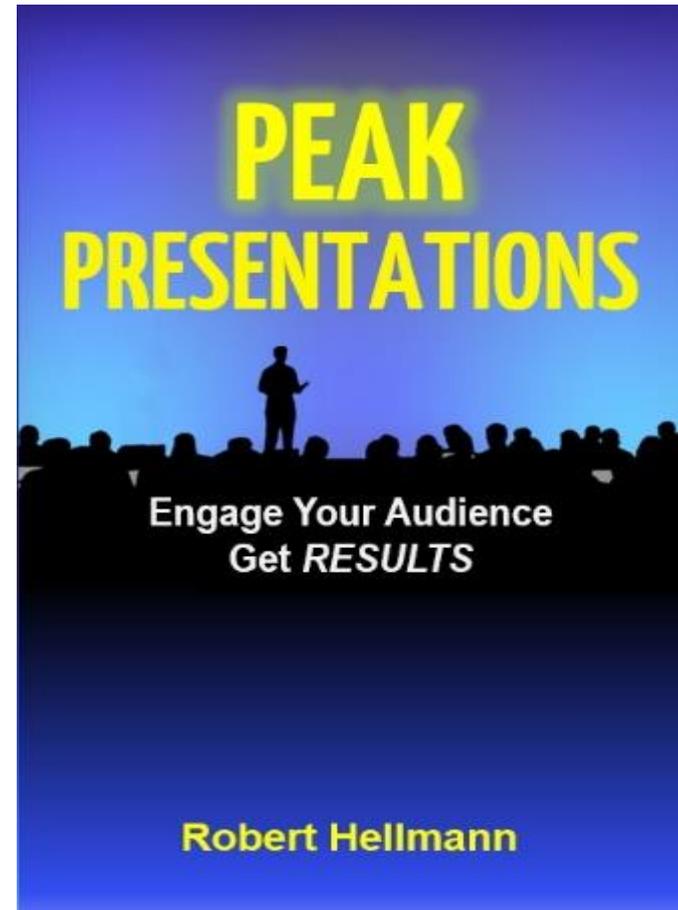
Diagnosing a “Stalled” Job Search

1. Are you "positioning" yourself correctly?
2. Are you too general, or trying to be all things to all people?
3. Are you too scattered, trying to go for many different job targets at once?
4. Are you **going out and getting what you want**, or just waiting for the ad to show up or the headhunter to call?
5. Are you **being proactive** at all stages of your job search? That means, you need to be following up, and keeping in touch.
6. How are you communicating? Is your "message" getting lost because of poor delivery?
7. Are you meeting with both the right people, and enough of the right people? Have six to 10 "things" (i.e. conversations) in the works with people who are in a position to hire you
8. Are you targeting enough positions? As a rule of thumb target 200 positions.
9. Are you spending at least 35 hours a week on your search if you are unemployed, and 15-plus if you are employed?
10. Are you having fun?

The key is to take control of your search!

Additional Resources: www.hellmannconsulting.com

www.hellmannconsulting.com/book



MY EMAIL: rob@hellmannconsulting.com