

How To Connect With Hiring Managers

Secrets to the Hidden Job Market



The Secret?

**It's who you know
that believes in you!**

Two Keys to Being Hired!

Visibility

Believers

7 Ways to Create Visibility

1. Post articles on LinkedIn.
2. Do seminars/workshops on a needed subject.
3. Write a book (easier than you think).
4. Network (seeking people who work in your target companies.)
5. Take a lead role in a project.
6. Go on site where your skills are needed.
7. Volunteer in a role that uses your skills.
8. Others?

Ways to Create Believers

1. Show others what you can do.
2. Show an interest in others first.
Ron Weavers approach
3. Let others know you are available.
4. Demonstrate your skills.
5. Set up meetings with qualified people.

Getting to Know Them

1. Identify your target companies
2. Identify people within those companies who can introduce you to the hiring manager for the type of work you do.
3. Use LinkedIn, face to face networking, or just call the organization and ask “Who is responsible for “_____”?”
4. Set up meetings with them (offer to bring coffee and be brief (set a time limit –these people are busy!))

Ask These Questions

1. How did you get into your job? What kind of training and/or education did you get?
2. What three to five tasks do you do most often on a daily basis? What skills are necessary to do those tasks?
3. What do you like about your job? What don't you like about your job?
4. What changes are predicted in your field in the next five to ten years?
5. What problems keep you up at night, cause you the most worry?
6. Do you know someone else doing this (or similar) work with whom I could talk? Are you comfortable providing their contact information (phone and or email)?
7. May I stay in contact with you in case an opening occurs where my skills could be used?

Ask These Questions

1. What attracted you to this career path?
2. What previous professional experiences have helped you most in this role?
3. Describe a typical day in your job.
4. What's one thing you wish someone would have told you before going into this field?
5. What are some of the biggest rewards of your position?
6. How would you describe someone who would excel in this career?
7. What's most important to prepare for a career like this?
8. Who else should I speak with?



Follow Up!

- ▶ Always send them a thank you note (either email or card) to thank them for their time and interest.
- ▶ If they indicate interest, follow up with them every 30 days. Just a brief note or article that may interest them.

Questions?