

5 rules for finding a job in the current market.

When Can You Start? The 5 NEW Rules of Job-Finding Success

Buy The Complete Version of This Book at Booklocker.com:

<http://www.booklocker.com/p/books/2033.html?s=pdf>

RULE #1:

BE A MATCHER - NOT A SELLER

When most job-hunters begin their search, they add their last job to their resume, check the previous entries to make sure they sound as impressive as possible, then run around showing it to anyone who'll look, saying "Aren't I great – hire me, hire me!" And the typical response from the hiring managers who are looking is something like, "Yes, impressive credentials, lots of good experience here – but unfortunately it's not exactly what we're looking for. But I'll keep it on file in case something that matches your skills and experience comes up in the future." And that's it, game over, you've missed your chance. And as we know, in this game there aren't any second chances.

So, rather than trying to sell those things about yourself that you think are important or most impressive, why not find out what the company you're approaching wants and needs, and then showing them that you match those skills? Makes more sense, doesn't it? But the question of course is - what do you match? The answer is that you match the three things that potential employers care about most. We call them "The 3 BIG Things" – "Be a Member of the Tribe", "Feel Their Pain, Heal Their Pain", and "Build a Good Relationship". Let's take a closer look at each.

The 1st BIG Thing – Be a Member of the Tribe

Much of society is organized into groups that we can think of as tribes. Tribes are defined by those things that they have in common such as dress, speech, goals, values, etc. We belong to lots of tribes, many of them overlapping. Examples include the town or city we live in or the neighborhood within that city, the college we graduated from, the church or temple we belong to, the car we drive, even the toothpaste we use. Tribes can be large or small, but when they get very large, they typically will include smaller sub-tribes.

Being in a tribe gives us a sense of belonging, which is why they are such a powerful force in marketing. Want to be in the "Beemer" Tribe? All you have to do is spend the \$40,000 for a BMW and you're in. The benefits of membership are perpetual youth, constant companionship, and the admiration (or more accurately, envy) of your peers. Remember the old ad campaign, "I'm a Pepper. You're a Pepper. Wouldn't you like to be a Pepper, too?" They're inviting soft drink consumers membership in a tribe.

Humans are generally cautious when meeting a stranger. But when a member of a tribe meets another member of that tribe, they are generally more open and friendly than with a non-member. To understand the reason for this, we have to go back to the time when humans began to organize themselves into these tribal social units. They did it for the purposes of mutual benefit and protection. The mutual benefit was job specialization. If you were a good gatherer but not such a hot hunter, then the tribe would give you the task of gathering. The tribe members who were good with a spear on the other hand were sent out to hunt. And while some tribe members were out gathering or hunting, they would leave a few protectors back at the ranch to watch over the tribe members who remained at home.

Not surprisingly, the people in these tribes began to take on similar characteristics. They started dressing alike, adorning or marking themselves in similar fashion, and adopting a common language. This provided emotional security by making them feel that they were a part

WHEN CAN YOU START?

of something larger than themselves. At the same time, it allowed members to easily identify their fellow tribesmen and women, which helped protect against outsiders getting close enough to do them harm.

As a result humans became hard-wired to be cautious when confronted with something we didn't recognize. In fact, back then anything unfamiliar was considered dangerous until proven otherwise. For example, if you were on guard duty and someone approached that you didn't recognize, you'd look to see if they were displaying the tribal symbols – dress, beads, hair style, etc. If they did, they were allowed to pass. If they didn't, there was a good chance the visitor would end up with a spear in his stomach.

These same protective instincts are operating today. If you're in a strange neighborhood and you see a person coming toward you that is dressed and groomed like you are, then you'll continue on your way with little worry. On the other hand, if that person is dressed in leather pants, leather jacket, and a leather hood pulled over his face, then you'll be wary until you can determine if he's a threat or not. In fact you'll probably move to the other side of the street, just to be safe.

So, why mention this in our discussion of job-finding? Regardless of how modern and evolved we think we are, the tribe is still the basic organizational model for groups of humans, and probably always will be. We are still hardwired to believe it is a dangerous world out there and as result we naturally collect ourselves into tribes for mutual benefit and greater security. Companies as well as departments within companies are no different – they're tribes as well, complete with tribal dress, a unique language, and tribal slogans called Mission Statements. When approaching one of these tribe-companies or tribe-departments with the goal of joining, you will have to reassure them that you will fit in, that you won't cause problems, and most importantly that you will contribute to their mutual benefit and protection. If the tribe you're approaching has any doubts about this fact anywhere along the way you won't be invited in – period.

Tribal Symbols – What Are They

So, how do you as a job-finder demonstrate to a company or department that you will be a member of their tribe in good standing? You do it by matching their Tribal Symbols – by looking like them, speaking their language, expressing the same values, communicating the same goals, etc. There are many things that constitute tribal symbols. There are five main categories:

1. APPEARANCE

Clothing and Apparel – Every company and even department within a company have their own unique style of dress. What is that style and how formal is it?

Company Logo – What is the graphic symbol the company uses as its signature? Is it classic / old-fashioned or contemporary / modern? A company's logo is a tribal symbol, which can tell you a lot about the tribe.

Website Design – What is the look and feel of the company's website? Is it similar or different from their logo?

Office Décor – What type of environment have they created for their tribal home? Is it traditional or modern? Is it neat and well ordered, or does it look like a tornado just swept through?

2. SOUND

Speech – How do the tribe members speak? Is it formal and well mannered or filled with slang?

Buzz-words and Phrases – What do the tribe members talk about? Do you keep running into certain phrases whenever you read about the company? These are strong indicators of what's important to the company.

WHEN CAN YOU START?

3. PERSONALITY

Pace – Does the tribe move slowly and methodically, or is everyone rushing around like chickens without heads? As a member of the tribe, you'll have to be comfortable working at their pace.

Support – Are new tribe members offered orientation meetings, instruction manuals and the guidance of a mentor? Or are they told to 'figure it out on their own'?

4. VALUES

Mission Statement – What are the two or three things that are most important to a company? Look at their mission statement and you'll learn how they want the world to think about them.

Company Goals – If you can speak with an employee of the company, you might hear a story that's much different than is reflected in their mission statement. At some companies it might be all about revenue. At others, image or prestige might be what matters most.

5. BACKGROUND

Socio-economic – While a company can't discriminate based on race, religion, sexual preference, etc. you still might find that there's a tendency to hire people from similar backgrounds.

Recreational Interests – Is it important to the company for you to play a certain type of sports such as golf, or like a particular type of entertainment to be invited into the tribe? It might be worthwhile to find out.

Do you have an upcoming job interview or a company you'd like to target for your job-finding efforts? If so, you'll want to spend some time learning the company's symbols before you ever step in the door. Then it will be a simple matter of displaying those whenever you come in contact with them.

Tribal Symbols – Where Do You Find Them?

So now that you know how to define a company's tribal symbols, where do you go to find them? The first place might be their website if they have one, especially the "About Us" section. You can also talk to people who currently work for the firm, or did so in the past. If you're working with a recruiter then he or she should be another good source of this information. Look in the media for news articles about the company, and if they're publicly traded, call the consumer relations department and ask for a copy of the company's annual report. Finally, I recommend doing a little physical reconnaissance of a potential employer.

You can learn a lot about a company by parking or standing across the street from their offices for a few minutes. Very quickly you'll get a sense of the dress code for the tribe. Hang around for a few more minutes and you can probably get a feel for the personality of the office. Is everyone rushing for the elevators with worried looks on their faces? Or are they strolling leisurely into the building or loitering around the entrance smoking and chatting. Of course, don't get so close that you raise the suspicions of the tribe's security force. Or worse, be noticed and remembered by the person who ends up interviewing you the next day.

Tribal Symbols – What Do You Do With Them?

By now you should have good idea what a company's tribal symbols are and where to find them – but what do you do with all this information? You customize your key marketing materials such as your resume, cover letter, positioning statement, success stories, etc. (you'll learn how to create these in Strategy #3) to include those same symbols. You should also adjust any direct interaction with them such as a Relationship Meeting or Hiring Interview to include these tribal symbols as well. (You'll learn all about interviewing in Strategy #4). By incorporating a company's tribal symbols into your interactions with them, you'll immediately communicate that you fit

WHEN CAN YOU START?

into the tribe and will be there for their mutual benefit and protection. Which is why we call the 1st BIG thing – *Be a Member of the Tribe*. This is the first step in being a *Matcher – Not a Seller*.

Case Study – The Candidate Who Couldn't Dress Right

If you have any doubts about how important it is to demonstrate to a potential employer that you're a member of the tribe, consider this true story. Paul V., a high-level marketing professional was called by his recruiter about a job with one of the world's leading marketers of sports and active wear. It was a senior level position paying in the mid six figures for one of the best-known brands in the world. Paul was really thrilled about the opportunity. The company flew him out to their headquarters on the West Coast for a day of interviewing with many of the senior managers of the company and Paul felt that things went well. This was confirmed when he got back home and his recruiter informed him that the company would like to bring him out again the following week for some additional interviews.

On the second trip, Paul met the company president, most of the VP's, and the Head of Human Resources. Again, he felt that he nailed the interviews and feedback to his recruiter confirmed that an offer might be pending but they felt they needed to see him just one last time. One more time Paul got on a plane and flew over five hours to meet with many of the same people he had met with on his previous two visits. By this time there wasn't much to talk about that hadn't been covered before but still Paul felt that he had represented himself well. He returned home, more confident than ever that he would get the job.

Continued on next page

The Candidate Who Couldn't Dress Right – Continued

But he didn't. After his last visit, the Head of HR called his recruiter and told her that company had decided to continue their search. Devastated, the recruiter asked what had gone wrong - everything had seemed so strong and positive up until that point. She was told that the company didn't feel like Paul had really 'gotten' them. The recruiter was stunned and pressed for an explanation. The Head of HR explained it this way. The company sells tennis shoes and casual wear, which is what almost everyone in the company wears to work everyday. Even the company president hadn't been seen in a pair of dress shoes in several years. For all three interviews, Paul had shown up in a suit and tie. While the hiring managers appreciated Paul showing his respect by dressing up for the first and possibly even second interview, they couldn't understand why by the third interview he know the company culture a little better and leave the suit at home.

Now we're not suggesting that Paul should have dressed for the interview like he would if he were going out to the movies with his friends on Saturday night. Still, he should have assessed the company's most visible tribal symbol – the way they dress – and then made sure that he matched them a little better. Paul had to learn this lesson the hard way, and the price was not getting a job he would dearly have loved to have.

The Second BIG Thing – Feel their Pain, Heal their Pain

Do you know why businesses hire someone new? Is it because they need the companionship? Or have extra budget they need to spend? No. It's because they have work that isn't getting done. It could be because the company has taken on new business and the existing staff isn't large enough to handle the additional work. Or there may be someone currently in the position who isn't getting the job done and needs to be replaced. Or the work could be getting done for the moment, but a valued employee has just informed his or her supervisor that they're leaving in a month to move closer to family. In which case, the work is *about* to not get done.

There are many reasons why the work isn't getting done. Regardless of why, if the work isn't getting done, the company has a problem. Either they're losing money, sacrificing profits, straining the relationship with a client or damaging their reputation in the marketplace – all big problems. And even if the company doesn't have issues that are immediately apparent, good hiring managers know that soon enough they will. Maybe tomorrow, next week, or next month, one of the situations we described above will occur and the company will suddenly need to hire staff to help get the work done. Thus, if you can present yourself as the best person to do that for them, even before they need that person, then you'll be first in line to be hired when they are in need of someone.

But how do you find out what a company's problem is? You do research, just like you did to identify a company's Tribal Symbols. Talk to people such as past or present employees, or your recruiter if you're working with one. Check online or go to the library and locate articles about the company. As we know, the media gravitates toward negative news so any articles written about your target company will probably contain plenty of information on what challenges your potential employer is facing.

But the best place to learn about their problem is to look at the job description if there is one. As you read it, circle, underline or highlight those words that you feel indicate what skills and qualities the company is most looking for in a candidate. Look for instances where the job description calls out a skill more than once – it's telling you that this is a quality that is particularly important to the company. Also, keep an eye out for common phrases such as "must work well under pressure" or "ability to multi-task". These are boilerplate that apply to almost any job in today's fast paced society. Unless they're mentioned more than once or include some further explanation, they probably shouldn't make it onto your list.

After you've carefully studied a job description and highlighted those words you feel indicate the company's problem, you should rank those in order of importance. At the top of the list would be those requirements that are essential – in other words, those qualifications, skills, or training that required for you to even get in the door. At the bottom of the list would be those things that are "nice to have's" but without which you could still be considered for the job.

There may be a bit of guesswork involved in this part of the process but use your best judgment and you should be able to come close to knowing what is most and least important to them. Once you've identified what a company's problems are and ranked them in order of importance, what do you do with that information? You customize your key marketing materials – resume, cover letter, positioning statement, etc., to show that your skills, training and background position you as the perfect person to solve their problem.

Now that you know what the problems are of a company you'd like join, what do you do with that information? Just as you did with their tribal symbols, you incorporate that information into all your interactions with that company. That means including it into key marketing materials such as your resume or a cover letter to them, or mentioning that information prominently in an interview. If you can do this effectively, you'll quickly convince the company that you're the

WHEN CAN YOU START?

right person to solve their problems. And if you can do that, how could they not hire you?

The Third BIG Thing – Build a Good Relationship

To illustrate the 3rd BIG Thing, let's go back to a time you've made a major purchase such as a car. Within a few seconds of arriving at the dealership, a nicely dressed salesperson approached and introduced themselves. After he or she got your name they probably asked you a question that had nothing to do with buying a car such as "Where did you come in from today?" No matter what town you mentioned, they were sure to have something nice or interesting to say about it. They might ask you if a certain restaurant was still there, or if the high school football team was still losing every game. This exchange might go on for a few minutes until they finally ask if there was particular car you were interested in seeing.

Why was the salesperson bothering with the small talk before getting to the real reason you came in? So that they could establish a personal connection with you – the beginnings of a relationship. This is because relationships create two things, trust and obligation. Here's how it works. Let's say you end up buying that car and somewhere down the line it needs some repairs. Now, just a few blocks away is a professional repair shop but your brother also owns a repair shop on the other side of town. Where will you take the car? To your brother, of course. Why? Because first of all you trust him – if you bring the car in for a new muffler, you trust that he's not going to tell you that you need the engine rebuilt as well. Secondly – you feel obligated. How could you take the car to someone else when your brother can always use the business?

Relationship can be a very powerful tool to help you get the job you want. Think about how helpful it would be if you were able to build a good relationship with a hiring manager at a company where you'd love to work. While there might not be a job for you right now, if you had a good relationship with the hiring manager then it's more likely that he or she would call you when something does turn up, or when

DAVID SCHMIER

they hear about something from one of their peers. And as we've already seen, eventually the hiring manager will have a job or they'll know someone who does.

There are three ways to get into a relationship with someone. The first way is to be related – either by blood or marriage. Blood relations are sister, father, cousin, etc. In the case of marriage, you're not only in a relationship with the person you marry but with his or her family as well. The second way to get into a relationship with someone is by 'association'. If you have a relationship with Michael and so does Rachel, and Michael introduces you to Rachel, then you and Rachel automatically have a relationship. Understandably not a very deep or strong one, but still more than if you had just met Rachel at the bus stop. This also applies to people who belong to the same church or other organization, or whose kids play on the same soccer team, etc. These are called associative relationships and they are based on common bonds and shared experiences. The last way to get into a relationship with someone is through friendship. You've probably heard the expression, 'They were our best friends for years. We were so close with them they were almost like family.'

So, applying this concept to job-finding, if you can get into a relationship with a hiring manager you will create both trust and obligation. And those could be very helpful things to have the hiring manager feel about you as he or she is making the decision about whom they are going to hire. So, how do you get into a relationship with a hiring manager? You're probably not related to them already and it's unlikely that you're going to marry their brother or sister just to get into a relationship with them, right? So that leaves either Option 2 – identifying any experiences or other relationships that you have in common; and Option 3 – getting into a friendship with them. Option 2 is easy if you can find out what those common bonds are. That could be a professional acquaintance that you have in common, your college alma mater, an organization you're both a member of, etc.

WHEN CAN YOU START?

Option 3 is a little trickier. If you were trying to build a personal friendship you'd do things like invite them out to dinner and a movie, compliment something they're wearing, show interest in things they're doing in their life. Doing that with a hiring manager though might seem inappropriate. What you can do instead is acknowledge his or her professional accomplishments. Do some research to find something that they were involved in at work that was successful. If you can't find out something specific to them, acknowledge the company or the department they're in and they'll take it as an acknowledgement of their own value and accomplishments. Be careful though, hiring managers are on guard for people who are sucking up to them just to get a job. You have to be sincere in your acknowledgement. Make sure it doesn't sound like a hollow compliment.

Insider Tip – Flattery Will Get You Everywhere

When students of the GetHired System first hear about using professional acknowledgement to build a good relationship, they often react with skepticism and concern. "Won't they see right through my compliments and know that I'm kissing up just to get a job?" They won't if your professional compliment is genuine and based on something worthy of recognition. Think of yourself for a moment. If someone at work asked how you did in a presentation you had just given, you would probably recount every stumble and pause in your speech. If instead they simply complimented you on your performance you wouldn't question it, you'd light up like a light bulb. Most of us are so self critical that when someone else says something nice about us we're incredibly appreciative.

Continued on next page

Flattery Will Get You Everywhere – Continued

Obviously, you need to be careful. If your compliments are too excessive then you might in fact alienate your contact. Keep them modest and reasonable. If you still feel uncomfortable with the idea of giving professional compliments, practice with friends and family. For one day, make it a goal to say one nice thing about each person with whom you interact and see how they react. You'll be surprised at how easily they take your compliments, and how appreciative they are. Professional acknowledgement is the strongest way to build a relationship with a Hiring Manager. Practice it until it becomes something you do naturally and automatically with every Hiring Manager or networking contact you meet.

Wrap Up

In the current tight job market, the biggest mistake most job-finders make is attempting to sell themselves to potential employers. They'll go to great lengths to make everything on their resume sound as impressive and important as possible - all without ever trying to find out if those are things that are important to the company they're approaching. As we've seen, the much more effective strategy is to take the time to find out what the employer is looking for and then match yourself to that. What you match falls into three areas – we call them the 3 BIG Things. They are:

- Be A Member of the Tribe. Adopt the tribal symbols of a potential employer in order to reassure them that you will be there for their mutual benefit and protection.
- Feel Their Pain, Heal Their Pain. Show a potential employer that you not only understand their problems, you're the right person to solve them.

WHEN CAN YOU START?

- Build a Good Relationship. Build a good relationship with a hiring manager by identifying those things you have in common or showing them that you like them. This will allow you to leverage the two benefits of a relationship – trust and obligation.

Once you identify these matches for a potential employer, incorporate them into all your key marketing materials such as your resume, cover letter, thank you note and follow-up letters. You also want to include them in the interview or any other direct interaction you have with people in the company. Your goal is to make all your encounters with the company work for you by trying to match as many of the 3 BIG Things as you can. Sometimes this will be easy and sometimes not, but always take advantage of the opportunity to do so. It's the best way to make yourself more desirable than the hundreds of other job-seekers who are competing for the same opportunities. As a result, you'll land the job while the rest of the competition is still looking.

5 rules for finding a job in the current market.

When Can You Start? The 5 NEW Rules of Job-Finding Success

Buy The Complete Version of This Book at Booklocker.com:

<http://www.booklocker.com/p/books/2033.html?s=pdf>