

5 Secrets Hiring Managers Want You to Know About Applying for *Their* Jobs

By Lisa Huetteman

Find My Perfect Job Formula

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Five secrets HR Professionals and Hiring Managers want you to know when applying for your next job.

About the Find My Perfect Job Formula

The Find My Perfect Job Formula is based on scientifically validated assessments that help you recognize your style, identify the work environment where you will thrive, understand what motivates you, AND highlights the value you bring to your perfect job. When you recognize your value, you can then communicate it to your next employer in a way that helps you stand out from the crowd.

Learn how you can take your job search process to the next level by investing in your future to find the job you always wanted, live the lifestyle you always dreamed of, and enjoy a career you can look forward to each and every day.

About the Author

Lisa Huetteman is the co-creator of the Find My Perfect Job Formula, helping job-seeking professionals, like you, identify your perfect job and market yourself in such a way to make it easier for that employer to hire you.

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I Want to Let You in on a Secret...

Hiring managers want to find you. That is, they want to find you *if you are a perfect fit for their job*. Otherwise, don't waste their time.

Just as the job-seeking process can be time-consuming, energy-draining and costly for you, the same is true for the employer. Filtering through tons of online responses to their job posting can leave any hiring manager frustrated and discouraged.

And, when they have to work too hard to find the value you are trying to communicate, it is not likely your résumé will make a good impression and will likely make its way into the "rejected" pile. This is not where you want your résumé to end up. You want to be on top of the "call-back" pile!

I've worked with businesses to help them hire superior performers. I've helped them gain clarity of what the job is and what it takes to achieve exceptional results. I've also helped them sort through the myriad of responses from the misfits to the exact-fits. The process is time-consuming, energy-draining and costly.

So here are 5 secrets that you can do to make their life easier and help you land your perfect job.



SECRET #1

Read the job posting

Doesn't sound that difficult to do, but you would be surprised how many applicants fail to do it. Or, they seem to think the employer was just kidding when they listed what the qualifications were for the job

Read the Job Posting

So read the posting if you want to know what the employer is looking for in an ideal candidate. And read it thoroughly. The employer spent time crafting an image of their ideal candidate. They have given you explicit description of what this candidate must have and what is nice to have to be successful in their job.

They also may have given you specific instructions about how to apply. This is often a technique to screen candidates who don't bother to read and follow instructions. Pay attention to the details and respect their time by following instructions.

Don't apply for a job where you don't meet the required qualifications for the job. You're just wasting their time and yours.

Marketing Director Job Duties:

- Contributes to marketing effectiveness by identifying short-term and long term that must be addressed; providing information and commentary pertinent deliberations; recommending options and courses of action; implementing
- Obtains market share by developing marketing plans and programs for directing promotional support.
- Maintains relations with customers by organizing and developing specific relations programs; determining company presence at conventions, annual trade associations, and seminars.
- Provides short- and long-term market forecasts and reports by directing collection, analysis, and interpretation of market data.
- Influences present and future products by determining and evaluating current market trends.
- Develops new uses for existing products by analyzing statistics regarding development; acquiring and analyzing data; consulting with internal and external sources.
- Maintains research database by identifying and assembling marketing information.
- Provides marketing information by answering questions and requests.
- Achieves financial objectives by preparing an annual budget; scheduling analyzing variances; initiating corrective actions.
- Completes marketing department operational requirements by scheduling employees; following up on work results.
- Maintains marketing staff by recruiting, selecting, orienting, and training employees.
- Maintains marketing staff job results by counseling and disciplining employees; planning, monitoring, and appraising job results.
- Develops marketing staff by providing information, educational opportunities, and experiential growth opportunities.
- Maintains professional and technical knowledge by attending educational seminars; reviewing professional publications; establishing personal networks; participating in professional societies.

Marketing Director Skills and Qualifications:

Client Relationships, Coaching, Managing Processes, Self-Motivated, Marketing Subordinate Involvement, Customer Focus, Marketing Research, Statistical Developing Budgets, Financial Planning and Strategy

SECRET #2

Make it easy for
them to follow-
up with you

*Create a clear and simple path to help
facilitate that all-important call back*

Make it easy for them to follow-up with you



You are not the only person applying, plus they may have more than one position open. They get dozens, if not hundreds of applications, so make it easy for them to follow-up with you. Provide a phone number where you'll likely to be reached when they call so you don't have to play phone tag. Provide an email address that you will check on a regular basis. And be prepared to respond a.s.a.p. when they reach out to you.

Name your documents (résumé and cover letter) in a way that makes it easy for them to save and retrieve in the future. For example, if you are applying for the marketing director position, save your résumé in a file named **YourName_MkgDir_Résumé** and **YourName_MkgDir_Cover**.

This will help keep your documents together electronically when sorted alphabetically. It will also help them find your résumé and cover letter because the document has your name on it. And it helps them associate you with the position without having to open the document.

SECRET #3

The little stuff matters

Hiring managers really do care about documents with grammar and spelling errors - they care all the way to the reject pile

The little stuff matters

Just because you are applying online, doesn't mean you can throw out all the rules of punctuation and grammar. This is not a text message. Hiring managers want a qualified person and they will question your qualifications, even if you have the right experience, if you are sloppy in your application.

Have someone else proofread your materials before you send them out. You are not likely to find your own errors because your eye reads what you intended to say.

Errors only cast doubt on a candidate who doesn't take the time to be thorough and error-free. It's not an easy thing to do, but the negative impact of missing the little things can break your opportunity for this job.

- | | |
|---|---|
| <p>Delete and Insert</p> <ul style="list-style-type: none"> Delete, take out Delete and close up Delete extra space Insert space Insert text Correct letter <p>Punctuation marks
(use caret to show point of insertion)</p> <ul style="list-style-type: none"> Insert period Insert comma Insert colon Insert semicolon Insert quotation marks Insert single quotes Insert apostrophe Insert question mark Insert exclamation point Insert hyphen Insert parentheses Insert dash <p>Other</p> <ul style="list-style-type: none"> Spell out abbrev. Check spelling Let it stand OK "with corrections" or "as corrected" | <p>Style of Type</p> <ul style="list-style-type: none"> Wrong foot Make lower case Set in LOWER CASE capital letter SET IN capitals Set in Lower case w Set in Roman type Set in italic type Set in lightface type Set in boldface typ <p>Paragraph and Position</p> <ul style="list-style-type: none"> Move to right Move to left Center Move up Move down Flush left Flush right Align horizontally Align vertically Break, start new lin New paragraph No new paragraph run on No paragraph in Transpose letters w |
|---|---|

SECRET #4

Let them know
they are
important
to you

*Keep your search process organized so
you can make a great first impression*

Let them know they are important to you

When the phone rings and you don't know what company they are calling from, or what job you applied for, you've just disappointed them. Keep your job search organized so you can quickly refer to the position description when that all-important call comes in.

Use a spreadsheet to track each job you applied for and key information regarding each position. This will pay dividends down the road when a potential employer calls you. With this spreadsheet, you will have a resource that will give you instantaneous information about this job so you aren't caught unprepared.

And then when they call, make a great first impression by showing your enthusiasm for them and their job.

A	B
My Perfect Job Master Spreadsheet	
Company	Position Title
Hughes Corporation	Marketing Director
PRN Marketing	Marketing Manager
State Street Corporation	Director of Marketing
Suncoast Consulting	Marketing Director
Pro Staffing Associates	VP Marketing
Radify	Marketing Director
ACH Worldwide	Director of Marketing
DreamSoft Solutions	Marketing Consulting
Aspire Solutions	VP Marketing
Marketing Solutions	Marketing Director
BMI Consulting	VP Marketing
Precision Engineering	Director of Marketing
RealSoft	VP Marketing
West Realty Associates	Director of Marketing

SECRET #5

Don't make it an Easter Egg Hunt

Your value and fit for the job must jump off the pages of your résumé. Hiring managers don't have time to search endlessly for your value



Don't make it an Easter Egg Hunt

If you have the required and desired qualifications for the job, don't make them search through to the 2nd page of your résumé to find that out. Make it easy for them to see how you are a perfect fit.

Your résumé is a marketing document with important information that the hiring manager needs to see immediately. Craft your résumé and cover letter in such a way to bring forward your key qualifications and responsibilities as they pertain to each specific job.

The truth is, they are looking for you. Help them hire you by showing them how you are a perfect fit for their job.

The 5 secrets

These 5 secrets are easy to implement right away. Yet they are so often overlooked. This is why so many people are left wondering why they don't get a call back. I don't want this to happen to you. So take these 5 things and put them to use as you go after your perfect job. After all, you don't want any job, you want your perfect job!

Remember - opportunity is out there. And it's waiting for you. Let's go get it!