



INSIDER SECRETS REVEALED

Tips, Tricks & Strategies
From the Podcast Interview With

Coach and Consultant

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INSIDER SECRET - Be clear about your value and the skills and strengths you have to offer an employer.

Assessments can be incredibly helpful to gain clarity about the areas where you are strong, and those areas where it is a stretch for you to perform well. Being clear about your strengths allows you to position yourself in an environment where you can bring your best to the table and perform at your best.

INSIDER SECRET - Be curious, especially in the job interview process, if you want to differentiate yourself from other candidates.

Ask questions about the company, the team, the position and its contribution to the vision and mission of the organization. Be curious about how the position is going to be evaluated and measured. Seek information about the people who will be interviewing you for the role so you can ask them rich questions. Remember, the interview is a two-way process, so you need to be curious about the company too.

INSIDER SECRET - Glassdoor.com is a one resource to search for information about a company.

You can find out about their interview process and even questions that have been asked in the past. You do have to filter the information though, because comments on Glassdoor can tend toward the negative.

INSIDER SECRET - Be credible and share your exposure and experience.

Don't only consider your education when you reflect on your professional development. 90% of your development comes from exposure and experience. Special projects, volunteer work and other work-related experiences can add a lot to your credibility.

INSIDER SECRET - When there is an opportunity to have a cover letter, use it!

The cover letter gives you an opportunity to expound upon some of the keywords in the posting and explain some of the gaps that may exist in your résumé.

INSIDER SECRET - Make connections.

Up to 90% of jobs are filled via networking, so it is essential that you network with the organizations, industry groups, and sites, where you can connect with the people who can open doors to new opportunities.

INSIDER SECRET - If a company has an Affirmative Action plan, they may have policies that will prevent a friend from hand-delivering your résumé for you.

Companies with an Affirmative Action plan require that applications go through their HR system to ensure that preferential treatment is not given. Instead, ask someone in the company to inform HR that you have applied through the normal channels and request that your résumé be reviewed.



INSIDER SECRET - Because HR and recruiters get thousands of applications, their first job is to filter.

Applications are filtered based on the candidate's years of experience, by a percent matching of keywords or competencies (both hard and soft skills).

INSIDER SECRET - The interview starts the minute first contact is made.

The minute you respond to a posting, your interview has begun. Is your email address professional? What does your voicemail greeting say or do you even have a personal greeting at all? When you answer your phone, assume an employer is calling and be professional.

INSIDER SECRET - To address the compensation question, you must know your value.

A site like Salary.com can be a tool to give you a sense of comparable salaries and benefits for similar positions in your market. But more importantly, knowing your value is knowing what you are willing to accept for your life and your career. An employer will offer what is available to them within a set salary range for a position. If you are not willing to walk away, you will not be in a position to negotiate.

INSIDER SECRET - Be authentic

Being authentic helps to ensure that when you walk into a role, you have done so on your own merits because you are a true fit for the culture and the position. When the role is an ideal scenario for you, you are going to perform well in that environment, and you can bring your best to work each and every day. Failing to be your authentic self is setting yourself and your future employer up for failure.

