



Module 4

Responding To Opportunities

Progress To Date

Module 1 – Purpose and Direction

Module 2 – Resume Writing

Module 3 – Marketing Yourself

Module 4 – Identifying Opportunities

Module 5 – Responding To Opportunities

Module 6 – Networking

Module 7 – Interviewing

Module 8 – Negotiating Offers



Rules On Responding

1. Rule #1: Be Selective

- Competition is fierce—don't waste time on responding to positions your aren't passionate about

2. Rule #2: Beware of Job Titles

- Position titles mean different things in different industries—your ideal job may be listed under an unfamiliar job title

3. Rule #3: Be Timely

- Respond as soon as you discover the opportunity—weekend posting should be responded to on the following Monday

Rules On Responding

4. Rule #4: Submit Typed Documents Only
 - “Apply in writing” does not mean hand-written
5. Rule #5: Match Your Abilities To The Job Requirements
 - Address how you satisfy each job requirement
 - *See Appendix 5.1 for Job Requirement/Abilities Matching worksheet*
6. Rule #6: Provide The Job Reference Number
 - Provide the Job Reference Number after the salutation

Rules On Responding

7. Rule #7: Avoid The Salary Discussion
 - Respond to requests for a salary requirement with “open” or “negotiable”
8. Rule #8: Follow-Up
 - Follow-up an e-mail/electronic submission with a hard copy.
 - Consider resubmitting materials after a few weeks or contacting the company for a status.

Job Matching Analysis – Sample

Module 5 – Appendix 5.1

Job Matching Analysis - Sample

Job Requirements/Skills Matching Analysis



Cross Reference of Position Requirements to Candidate Qualifications

<i>Description for Job # 08-1722</i>	<i>John Doe's Qualifications</i>
Any combination of education, experience, and training equivalent to graduation from an accredited four-year college or university with a bachelor's degree in business administration, public administration, finance, psychology or a human services related field, plus seven years of progressive responsibility in management, building community coalitions, and community fund raising.	Bachelor's degree from Drake University in Corporate Finance. Over twenty year's progressive experience in management including as Manager, Vice President and COO. Hands on experience, from conception to execution, of two million dollar capital campaign.
Employment will be contingent upon the completion of a criminal background check to the satisfaction of employer.	Can provide phone numbers/email for references you wish to contact. Have held security clearances in the past.
The ideal candidate will have a minimum of 8+ years experience in foundation development;	In 1995 started and operated private 501(c)(3) family foundation. In 2002 worked with CBA board in developing a private foundation for purchasing conservation land.
a proven track record of securing foundation funding;	Have secured grants from USAID, Food for the Poor and other foundations for Rainbow House in Haiti. Member of a committee that developed and managed two million dollar capital campaign.
the ability to build effective collaborative relationships;	Known for ability to define goals held in common by participants and creating strategies and managing teams to successfully achieve.
Excellent budget skills;	Previous experience managing five million dollar

Always Include A Cover Letter

- ▶ Create a positive first impression
- ▶ Separate yourself from other applicants
- ▶ Demonstrate your professionalism and attention to detail
- ▶ Use a clean 12-point font
- ▶ When responding by e-mail, send cover letter in text of e-mail
- ▶ Answer . . .
 - Why should I read your resume?
 - How is this candidate unique?

JENNIFER SMITH PERSONAL SUMMARY

JENNIFER SMITH dd/mm/yyyy
24 BROOK ST
PARADISE
STATE
45551
222-555-0681
EMAIL@
ADDRESS.COM

Mr/Ms Full Name,
Title,
Company Name,
Street Number and Name,
City/Suburb, State, Zip/post code.

Dear (correct name of contact),

I wish to apply for the position of Call Centre Supervisor as advertised in The Publication on 22 January 2006, job reference number.

My enclosed resume provides a brief overview of my relevant experience and training. I have over 10 years of experience working in call centres, and a solid commitment to this important customer service field. My most recent position has given me two years of supervisory experience as team leader of 20 staff.

I wish to build on my achievements and take on a management role in this field. To assist me in this goal I have recently completed a six-month course in Managing Customer Service Centres. I can now offer you a combination of practical experience and up-to-date theoretical knowledge.

I am pleased to discuss my application further with you. I can be easily contacted by phone or email.

I look forward to hearing from you.

Yours sincerely,

(signed)
Jennifer Smith

Tips on Cover Letters

An Important Marketing Tool

Parts Of A Cover Letter

- ▶ Salutation
- ▶ Reference to Job Number
- ▶ Stand Out/Introduction
- ▶ Body of the Letter
- ▶ Closing/Action Statement

Your Name
Your Street Address, Apartment #
Your City, State Zip
Your Email Address
Your (h) Phone Number Your (f) Fax Number

Contact's Name
Contact's Title
Contact's Department
Company
Company
Company City, State Zip

Salutation

Dear Ms./Mr. Contact,

Ref. Job #

RE: Job Opening No. XXX

The first paragraph tells why you're contacting the person or tells where you read about the job. It wows them with your sincere, researched knowledge of their company. The goal: demonstrating that you are a worthy applicant, and enticing them to read further.

Introduction

The second and third paragraph tell more about yourself. The goal: clearly why you're an ideal match for the job by summarizing why you're what they're looking for. You may also clarify anything unclear on your resume.

Body

The last paragraph is your goodbye; you thank the reader for his or her time. Include that you look forward to their reply and that you will give them a time when you'll be getting in contact by phone.

Closing/Action

Sincerely,

Attachment

(found on: Vault.com)

Salutation

- ▶ Address the letter to a specific title or name
 - Dearing Hiring Professional
 - Dear Ms. Smith
 - Avoid: **To Whom It May Concern**

Your Name
Your Street Address, Apartment #
Your City, State Zip
Your Email Address
Your (h) Phone Number Your (f) Fax Number

Contact's Name
Contact's Title
Contact's Department
Company
Company
Company City, State Zip

Salutation

Dear Ms./Mr. Contact,

RE: Job Opening No. XXX

The first paragraph tells why you're contacting the person, either mentions your connection with that person or tells where you read about the job. It also states quickly who you are. Next it wows them with your sincere, researched knowledge of their company. The goal: demonstrating that you are a worthy applicant, and enticing them to read further.

The second and third paragraph tell more about yourself, particularly why you're an ideal match for the job by summarizing why you're what they're looking for. You may also clarify anything unclear on your resume.

The last paragraph is your goodbye; you thank the reader for his or her time. Include that you look forward to their reply and that you will give them a time when you'll be getting in contact by phone.

Sincerely,

Attachment

(found on: Vault.com)

Reference To Job Number

- ▶ Provide the job reference number after the salutation
 - RE: Job Number xxx

Your Name
Your Street Address, Apartment #
Your City, State Zip
Your Email Address
Your (h) Phone Number Your (f) Fax Number

Contact's Name
Contact's Title
Contact's Department
Company Name
Company Street Address, Suite #
Company City, State Zip

Dear Ms./Mr. Contact,

Ref. Job #

RE: Job Opening No. XXX

The first paragraph tells why you're contacting the person, either mentions your connection with that person or tells where you read about the job. It also states quickly who you are. Next it wows them with your sincere, researched knowledge of their company. The goal: demonstrating that you are a worthy applicant, and enticing them to read further.

The second and third paragraph tell more about yourself, particularly why you're an ideal match for the job by summarizing why you're what they're looking for. You may also clarify anything unclear on your resume.

The last paragraph is your goodbye; you thank the reader for his or her time. Include that you look forward to their reply and that you will give them a time when you'll be getting in contact by phone.

Sincerely,

Attachment

(found on: Vault.com)

Stand Out/Introduction

- ▶ Distinguish yourself in the first paragraph
 - Drop names if you know someone in the company
 - Hiring managers take resumes more seriously if you were referred by one of their employees
- ▶ Incorporate your branding statement
 - See Module #3

Your Name
Your Street Address, Apartment #
Your City, State Zip
Your Email Address
Your (h) Phone Number Your (f) Fax Number

Contact's Name
Contact's Title
Contact's Department
Company Name
Company Street Address, Suite #
Company City, State Zip

Dear Ms./Mr. Contact,

RE: Job Opening No. XXX

The first paragraph tells why you're contacting the person or tells where you read about the job. **Introduction** The goal: demonstrating that you are a worthy applicant, and enticing them to read further.

The second and third paragraph tell more about yourself, particularly why you're an ideal match for the job by summarizing why you're what they're looking for. You may also clarify anything unclear on your resume.

The last paragraph is your goodbye; you thank the reader for his or her time. Include that you look forward to their reply and that you will give them a time when you'll be getting in contact by phone.

Sincerely,

Attachment

(found on: Vault.com)

Body Of The Letter

- ▶ A cover letter should have three to four paragraphs
- ▶ Limit paragraphs to no more than 6 lines
- ▶ Keep the document brief and easily readable
- ▶ Be sincere when telling potential employers why you are interested in working for them
- ▶ Mention your particular experience that is relevant to the opening
 - Summarize why you are perfect
 - Pick and choose some of your experience that is targeted to the opening

Your Name
Your Street Address, Apartment #
Your City, State Zip
Your Email Address
Your (h) Phone Number Your (f) Fax Number

Contact's Name
Contact's Title
Contact's Department
Company Name
Company Street Address, Suite #
Company City, State Zip

Dear Ms./Mr. Contact,

RE: Job Opening No. XXX

The first paragraph tells why you're contacting the person, either mentions your connection with that person or tells where you read about the job. It also states quickly who you are. Next it wows them with your sincere, researched knowledge of their company. The goal: demonstrating that you are a worthy applicant, and enticing them to read further.

Body

The second and third paragraph tell more about your qualifications and clearly why you're an ideal match for the job by summarizing why you're what they're looking for. You may also clarify anything unclear on your resume.

The last paragraph is your goodbye; you thank the reader for his or her time. Include that you look forward to their reply and that you will give them a time when you'll be getting in contact by phone.

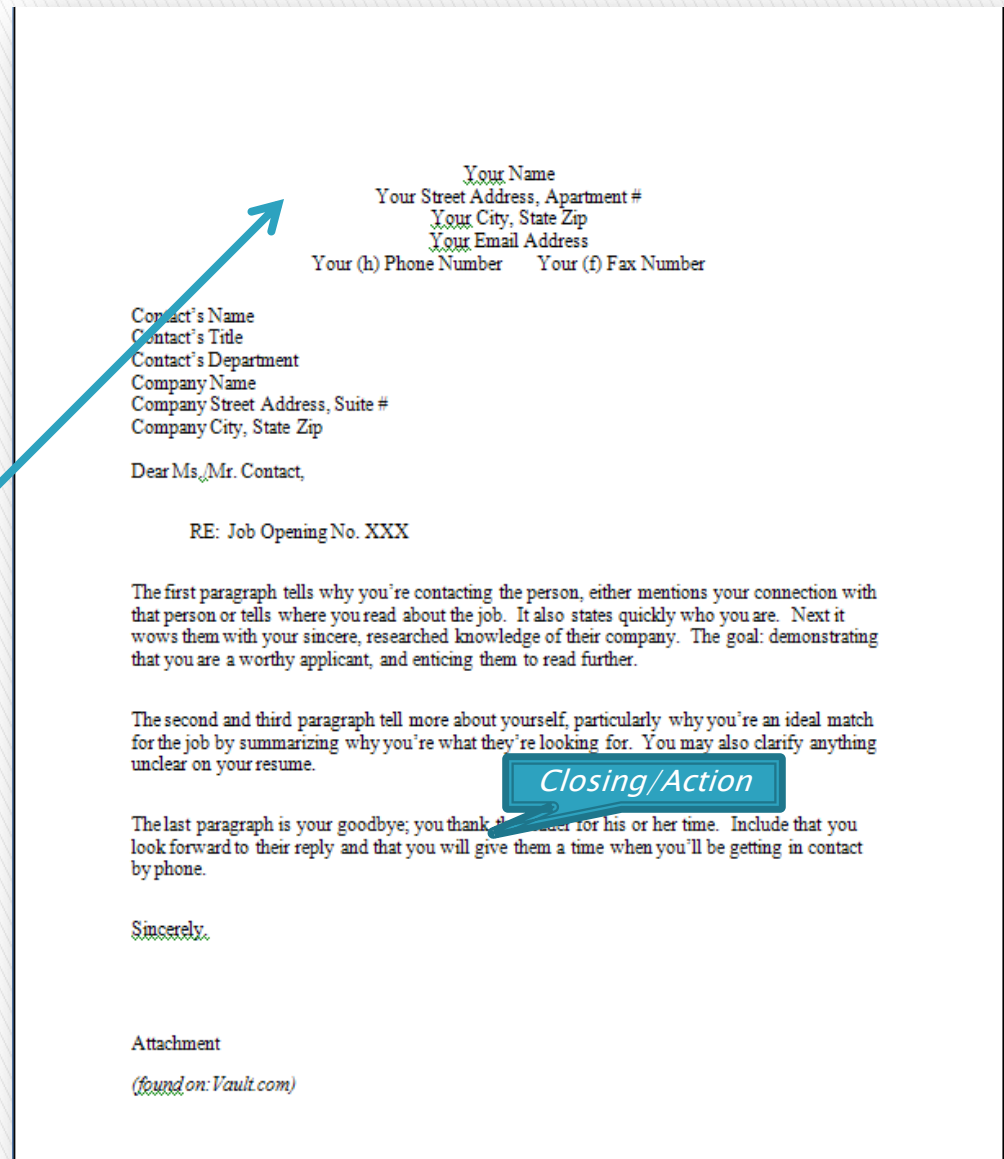
Sincerely,

Attachment

(found on: Vault.com)

Closing/Action Statement

- ▶ Indicate you will take the initiative in contacting the employer regarding your resume
- ▶ Keep the closing concise
 - Let the reader know what you want—application, interview, or opportunity to call
 - Let the reader know what to expect from you— “I will contact you next Tuesday to set up a mutually convenient time to meet.”
- ▶ Include your contact information in your cover letter as well as in your resume
 - Address
 - Home phone
 - Daytime number
 - Fax number
 - E-mail



Your Name
Your Street Address, Apartment #
Your City, State Zip
Your Email Address
Your (h) Phone Number Your (f) Fax Number

Contact's Name
Contact's Title
Contact's Department
Company Name
Company Street Address, Suite #
Company City, State Zip

Dear Ms./Mr. Contact,

RE: Job Opening No. XXX

The first paragraph tells why you're contacting the person, either mentions your connection with that person or tells where you read about the job. It also states quickly who you are. Next it wows them with your sincere, researched knowledge of their company. The goal: demonstrating that you are a worthy applicant, and enticing them to read further.

The second and third paragraph tell more about yourself, particularly why you're an ideal match for the job by summarizing why you're what they're looking for. You may also clarify anything unclear on your resume.

The last paragraph is your goodbye; you thank the reader for his or her time. Include that you look forward to their reply and that you will give them a time when you'll be getting in contact by phone.

Closing/Action

Sincerely,

Attachment

(found on: Vault.com)

Sample Cover Letters – App. 5.2

Module 5 – Appendix 5.2

Sample Cover Letter – 1

Your Name
 Your Street Address, Apartment #
 Your City, State Zip
 Your Email Address
 Your (h) Phone Number Your (f) Fax Number

Contact's Name
 Contact's Title
 Contact's Department
 Company Name
 Company Street Address, Suite #
 Company City, State Zip

Dear Ms./Mr. Contact,

RE: Job Opening No. XXX

The first paragraph tells why you're contacting the person, either mention that person or tells where you read about the job. It also states quickly why you know them with your sincere, researched knowledge of their company. It also tells that you are a worthy applicant, and enticing them to read further.

The second and third paragraph tell more about yourself, particularly why you're applying for the job by summarizing why you're what they're looking for. You must be clear on your resume.

The last paragraph is your goodbye; you thank the reader for his or her time and look forward to their reply and that you will give them a time when you'll call by phone.

Sincerely,

|

Attachment

(found on: Vault.com)

Module 5 – Appendix 5.2

NAME
 ADDRESS
 ADDRESS
 CITY, STATE
 PHONE NUMBER
 EMAIL ADDRESS

[date]

Dear [____]:

RE: Job Position #xxxx

I am forwarding a copy of my résumé to you for your review of your advertisement for a [Position Title] in [Where Saw Ad].

In your ad, you were looking for someone who has 5+ years of corporate legal dept., good oral and written communication skills, and the ability to interface well with co-workers.

During my 12 years as a Paralegal, I have worked in corporate legal dept. and acquired excellent skills to assist attorneys and others with excellent oral and written communication skills and am very experienced in preparing documents for attorneys. I exceed the qualifications in your ad. I am a team player who works well in law firms who appreciate creative, can-do individuals, which I believe will be a very positive benefit to your company.

I am a very conscientious worker with outstanding organizational skills and the ability to work independently as well as part of a team. I am able to effectively handle the unexpected and am able to effectively handle the unexpected.

If you have any questions, please feel free to contact me. I will be glad to discuss my background and qualifications in more detail.

Sincerely,

Attachment

(found on: Vault.com)

Module 5 – Appendix 5.2

Sample Cover Letter – 2

Module 5 – Appendix 5.2

Sample Cover Letter – 3

September 18, 2001

Title
 Company
 Address
 City, ST, ####-####

Dear Mr. XXXXXX:

RE: Job Number XXXX

In response to your September 17th ad for a _____ in the Washington Post. You will note in the attached resume that I possess all of these skills required and more. To directly respond to the advertisement, I have listed some of my qualifications to parallel your stated requirements:

Requirements	My Qualifications:
1.	1.
2.	2.
3.	3.
4.	4.

As requested, my salary history is within the scope related to my previous experience. Considering the position and skills required, I believe a salary in the mid 50's and variable options for compensation is appropriate.

My enclosed resume is for your review. I will contact you in follow up to this submission early next week, however should you need to contact before then, my phone number is xxx-xxx-xxxx. I look forward to speaking with you soon. Thank you for your time and consideration.

Sincerely,

Attachment

(found on: Vault.com)