

FOLLOW UP IS CRITICAL

There is often a fine line between effectively following up and being perceived as a nuisance by hiring authorities. You don't want to be lost in the shuffle; however, if you become a source of irritation to a hiring authority you will be eliminated from consideration.

WHO TO FOLLOW UP WITH

It is important to follow up with anyone and everyone who could impact your job search. These include the following:

- Family members
- Friends
- Neighbors
- Past co-workers
- Past employers
- Past vendors or suppliers
- Past clients
- Personal network
- Professional network
- Attendees at job fairs or job clubs
- Members of associations
- All individuals involved in a hiring process
- Individuals who agree to an informational interview

WHAT YOUR FOLLOW UP SAYS TO YOUR NETWORK AND PROSPECTS

When you follow up and show your gratitude to the people who have helped your job search efforts, they are more likely to continue to help you throughout your search.

When you follow up properly with prospective employers, they sense your confidence and level of interest in working for their company.

WHEN SHOULD YOU FOLLOW UP

Email is an easy, simple and fast way to follow up. However, direct mail is more effective and a much better differentiator. It is important to follow up within 24-36 hours after the contact has been made for the follow up to be most effective.

After Submitting a Resume or CV

If you contact a hiring authority to request an update or status report, you will more than likely not hear back. If hiring authorities are interested, they will contact you. If you want them to call you back, offer new information that would benefit them. This will peak their curiosity and often they will return your call if they see the WIIFM (What's In It For Me).

When you have submitted your Resume or CV you are still a stranger. Someone they don't know, don't trust and don't necessarily have any reason to like. That is why you can't take it personally if you do not receive an interview.

After an Interview

Request a business card from each person involved in the hiring process so you have the correct spelling of their name, title and correct address for your thank you letter. If you have legible handwriting, a handwritten note can be effective. If you type a thank you letter make sure you bring up specifics discussed during the interview. Stress your accomplishments and the benefits this company would enjoy by hiring you.

When You Don't Get The Job

It is important to follow up and never burn a bridge. Often, the company will reconsider you for future positions. The person hired may not work out or may accept a counter offer which could open the door for you. When you follow up, thank the hiring authorities for their time and express interest in future positions with them.

Rather than ask why you were not hired, ask for any suggestions how you might improve your interviewing abilities. Often when candidates are in final interviews, the hiring authority will hire the person they like most. They also hire someone who they feel will fit in with their company culture. These reasons are uncomfortable to discuss with the candidate who did not obtain the job offer. This is why you are not given specific reasons why you did not receive an offer.

If you handle the initial rejection correctly, you could be referred by this hiring authority to individuals in their professional network.

HOW TIME KILLS DEALS

When you are expecting a job offer and there are long delays, this could indicate one of the following:

- Hiring for this job has been put on a back burner
- You are a back-up candidate and not the front runner
- They are still interviewing
- They have hired someone else and have not informed you

When hiring authorities are extremely impressed, the interview process is usually shorter than anticipated, never longer. This is why it is so important to book as many interviews as possible so you are not sitting and waiting to obtain an offer that may never come.