

## **WHO, WHEN AND HOW OF AN EFFECTIVE FOLLOW UP**

There is often a fine line between effectively following up and actually stalking hiring authorities. You don't want to be lost in the shuffle of Resumes and CVs; however, if you stalk 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

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 TO 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. This is when the follow up is most effective.

### **HOW TO FOLLOW UP EFFECTIVELY**

#### **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 CVs you are still a stranger 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.

Remember, it's important to follow up... not stalk!