

BLUE OCEAN JOB SEARCH STRATEGY

HIRE-X

How To Connect & Network With Talent Acquisition Managers To Get Hired!

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How to connect and network with talent acquisition managers (TAMs) to get hired!

Applying on job portals and contacting recruiters is important and should be a part of your overall job search strategy. But only a small part of it.

The best and fastest way to get a dream job is to go after it proactively before others even find out about it.

To do that follow the Hire-X 5-step method to connect, network and get noticed by the right TAMs before the competition does.

STEP 1: Identify where you want to work.

Based on your past and current work experience and personal preferences identify at least 10 companies you want to work at. The more companies you can identify the better. The criteria to identifying these companies are:

- They should be fast growing. Fast-growing companies hire more people.
- They should have a strong brand identity so that it rubs off on your resume.
- They should have a good work culture and employee friendly policies.
- New companies entering the Indian market make good targets too because they need people and will go on a hiring spree.

At this stage do not focus on whether there is a relevant job at that company or not. We're tapping into the hidden job market, ahead of the curve. Even before jobs are created.

Now set up [Google Alerts](#) for each of those companies, so that you're immediately notified when something newsworthy happens in that company.

STEP 2: Find out who you need to connect with in each of those companies.

Using Google Search and LinkedIn's People Filter, make a list of all the key HR Managers, Talent Acquisition Managers, Recruiters & Department Heads in your targeted companies. Ensure you identify at least 10 people you want to connect with in each of your targeted 10 companies.

10 companies X 10 people = 100 leads

STEP 3: Create A Free Account With SalesQL.

- Go to www.salesql.com and sign up for a free account. Note: you cannot use standard Gmail/Hotmail/Yahoo email addresses for signing up. You have to use a company email address.
- Activate its Chrome plugin from the Google PlayStore in your Chrome Browser.
- Follow the simple instructions and you'll instantly get access to verified professional email addresses for your targeted 100 leads!

At this stage you now have 100 verified email address of targeted leads. Now you need a strategy to build relationships with those leads before asking them for a job!

STEP 4: Connect with your leads.

Now is the time to connect with your leads and build relationships with them. Please do NOT ask them for a job immediately. It will backfire on you and they will forget you or ask you to stop writing to them.

>> Remember that in the real world, it takes 5 to 7 touch-points before a sale is made.

Likewise, you'll need to contact them via email at least 7 times before you ask them for a job. Each contact with a lead has to be strategically thought through and flawlessly executed.

Week 1: Using the Google Alerts we step up in Step 1 about the targeted company, write to the leads individually (never use CC in your mails) about that event in the company which triggered the Google Alert.

Here's a sample template. Please modify the template as per your need:

Subject headline: Interesting article for you

Dear Mr. ABC,

Greetings. I hope you're well.

I came across this interesting news article about your company (mention the actual name of the company) and thought I'd share it with you:

URL of the article

Have a wonderful day!

Kind regards,

Your name

Current designation, company & mobile number

LinkedIn profile URL

Week 2: Approximately a week later, write to the same person again with another Google Alert based news article, using the following template:

Subject headline: Interesting article about (company name) in the media

Dear Mr. ABC,

Greetings. You may recall I wrote to you last week about XYX (mention the article you sent him/her last week).

Your company certainly seems to be in the news pretty often!

Here's another interesting news article that came out this week in the media about your company (mention the actual name of the company) and thought I'd share it with you:

URL of the article

Have a wonderful day!

Kind regards,

Your name

Current designation, company & mobile number

LinkedIn profile URL

Week 3: In the third week, we shift gears and focus on ourselves this time. Write to your lead about something new and noteworthy about yourself. This could be:

- A promotion at work.

- A conference you attended.
- A speech you gave.
- A presentation you made that can be shared publically.
- An article you wrote on LinkedIn.

I have found the strategy of writing an article on LinkedIn and showcasing that, to be the easiest to execute. So go ahead and first publish a 500 words article about your industry and any professional topic on LinkedIn.

Here's a [link](#) to writing great articles on LinkedIn

Here's a sample template you can use to write to your lead:

Subject headline: What do you think about (XYZ)?

Dear Mr ABC,

Hi! I trust you are well.

I'm delighted to share that I've just published an article on XYZ (mention the topic here) on LinkedIn recently and would like to share it with you:

Put the LinkedIn article URL here.

It's a short 500 words article which would take approx. 5 minutes to read. I hope you enjoy it and would love to have your views on the subject.

Kind regards,

Your name

Current designation, company & mobile number

LinkedIn profile URL

Week 4: This week we step up the game a notch and ask to meet the lead for an “informational interview”. This is NOT an interview request for a job. It’s a meeting request to learn more about:

- Planning your career
- Getting information about the company your lead is in specially related to a particular role even if there is no vacancy for that role currently.

To learn more about how to setup an informational interview click [here](#) and [here](#).

Here are some important tips about informational interviews:

The best informational interview request emails have two things: a clear message about why you’re reaching out and an easy-to-understand request. When asking for an informational interview, be sure to include these components:

- Ask for help. Phrases like “I’d love your help with” or “I hope you’ll be able to help me out with...”
- Be clear and concise. Be specific and make it easy for them to say yes. “I’d love to hear more about how you got your start” is alright, but this approach is better: “I’d love to take you out to coffee to learn about how you got your start in marketing and what it’s like to work at [your company]; I’m actually going to be in your area next week and would be happy to meet whenever is most convenient for you.”
- Provide a hook. Demonstrate why you really want to meet with this person. Maybe you admire their career path or see some similarities between their education and yours? Perhaps you have a shared connection? Whatever it is, be sure to state it in the email.
- Be extremely considerate. Remember, this person is putting their job on hold for you, so acknowledge how busy they must be and say that even 15-20 minutes would be appreciated.
- Don’t make it seem like you’re looking for a job. Make it clear you just want to talk to them about their perspective on their job and experience in the industry.

Job seekers in India don’t use informational interviews as much as their counterparts in North America and miss a fantastic opportunity to connect and network with the right leads in a company.

Here's a sample template for an informational interview request:

Subject Line: Informational Interview Request

Dear Mr. ABC,

I hope this message finds you well.

I'm reaching out today because I've read up on the fascinating work being done by (lead's company name) in the area of (specialisation area where you want to work) and I was hoping to learn more from you about it and how I might progress my career in this field.

Would you be willing to meet me or get on the phone for 15-20 minutes to discuss some insight into your industry?

If you're open to this idea, can we meet or speak on the phone at the following times in the next two weeks:

[INSERT A BULLETED LIST OF DATES AND TIMES]

Please let me know if one of those dates and times works for you and a good number to reach you, and I'll send over a calendar invite!

Thank you for taking the time, and I hope to speak to you soon!

Your name

Current designation, company & mobile number

LinkedIn profile URL

You'll likely have to write a follow-up mail to your lead because they may not respond to your request the first time.

Remember, you want to be as specific as possible when writing a follow-up email. Avoid standard statements of "I learned a lot from you. Thank you for taking the time to meet with me" and start by recalling bits of your conversation. Here's an example:

Subject headline: Thank you!

Dear Mr. ABC,

Thank you so much for taking the time to chat with me today. I enjoyed talking to you about your experience in [career field] and certainly learned a lot from what you had to say.

I appreciate all the insights you provided and descriptions of the challenges you're facing.

You mentioned that your team at [company name] is looking to ramp up your [insert whatever they are doing]. I'd love to help your team strategize and contribute toward increasing your [specific activity or challenge].

I've attached a PDF with some ideas I have for your company's strategy, including:

[Place list of ideas here]

Please take a look, and if you're interested, I'd love to get on a call with you or your colleagues anytime next week and discuss how I can help.

Best regards,

Your name

Current designation, company & mobile number

LinkedIn profile URL

Week 5 & 6: Your 5th and 6th contact with your lead needs to be reminders about yourself and your work in your professional field. This is a good time to publish more articles on LinkedIn (once a week) and direct your lead to those articles.

Use the sample email template in Week 3 to write your email.

Week 7: By this time, your lead knows you pretty well and may have even searched you up on LinkedIn. I'm assuming your LinkedIn profile is world-class.

At this point you can write to your lead directly and ask him or her for a job that matches your work experience and profile. Once again it doesn't matter if they have a role or not. What you need to communicate is that you have researched their company and would love to work there and contribute to the company's growth.

Here's a sample email template:

Subject title: How I can contribute towards (company's name)'s growth?

Dear Mr. ABC,

The more I read up about (company's name), the more I'm in awe of the stellar work it is doing in the area of (mention field of specialisation).

I can't think of any better place than (name of company) I'd like to build the next phase of my career.

I'm taking the liberty of attaching my resume and LinkedIn profile so that you can see how my candidature is a perfect match for (name of company) in the area of (specialisation).

Can we please discuss this further? I look forward to hearing from you at your earliest convenience.

Kind regards,

Your name

Current designation, company & mobile number

LinkedIn profile URL

Most senior managers in big companies are busy people and it's quite possible that you may not get a response from your lead immediately. Wait for about 3 days and send one reminder and another one 3 days after that. The reminders should be polite and respectful.

Subject headline: Gentle reminder

Dear Mr. ABC,

I sent you a short note a few days ago but haven't heard back from you since.

I do understand that you are extremely busy and hence thought it prudent to write to you again in case you missed reading my previous mail.

I'd like to work at (company's name) in the field of (specialisation) and am attaching my resume and LinkedIn profile URL.

Please let me know if it's possible to have an exploratory meeting to discuss this.

Kind regards,

Your name

Current designation, company & mobile number

LinkedIn profile URL

Summary:

By using SalesQL you can access any lead's verified professional email address to contact them directly. This is very powerful indeed!

But having 100 email addresses alone isn't enough. You need a strategy to engage with them to create awareness about you and call you for an interview.

The 7 week step-by-step process and email templates in this document are your personal strategy to make that happen.

Pro Tip: Managing Gmail conversations with 100 leads and multiple emails to each of them and monitoring all of this can be a challenge.

Sign up for a free account with [EmailOctopus](#). It will do all the heavy lifting for you and make it very easy to manage your leads and conversations with them as well as track when your mails are received and read.

Now get out there and make it happen!

Best wishes

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