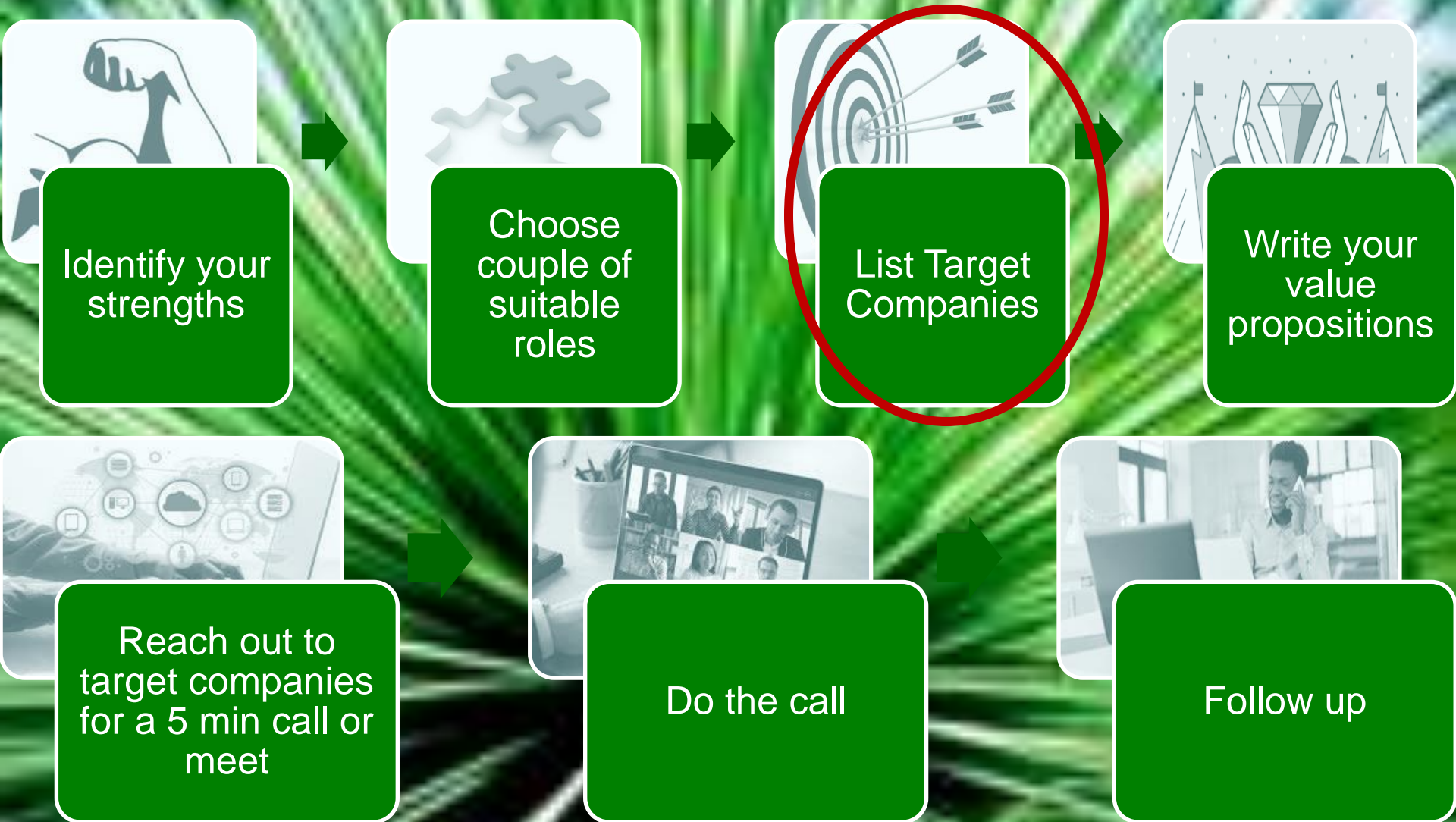


How to get calls for an Interview for desired role

Deep Dive into listing target companies



Introduction

Management Coach and Mentor with 40 years of experience in Talent Development

Arun Singhal



Post Graduate in Marketing & Finance from IIM

Bangalore in 1981

26 years of work experience in Unilever, Johnson & Johnson and Dumex India (now Danone Nutrition) in sales, marketing, operations and general management in senior positions in India and Asia Pacific

Been consulting, coaching and counselling individuals, small and medium business since 2007

Working with IIM Udaipur since June 2015 as faculty for IBP in addition to driving entrepreneurship, emotional intelligence, Bloomberg Lab and career counseling

Also a certified CEO coach

Coached and Mentored for past 14 years @

- ✓ IIM Udaipur
- ✓ Vikram Cements
- ✓ Seva Mandir Udaipur
- ✓ BSL Ltd
- ✓ Mayur Suitings
- ✓ Volkswagen India
- ✓ Kris Flexipacks Pvt Ltd
- ✓ Bayer India
- ✓ Cello India
- ✓ Makarizo Indonesia
- ✓ Ayushakti Health Care Pvt Ltd
- ✓ Hia Designs
- ✓ Mind Technologies
- ✓ Hindustan Instruments
- ✓ Panache Computers

Enrichmentors

Building Businesses, People, Wealth & Health Successfully over 40 years



Purpose

The purpose of the module is to give you an in-depth understanding of how can you list target companies that can better help you get a call for an interview for a desired role.

At the end of this module you will learn the following

- Understand why is it important to list target companies
- Understand what do you do today to list target companies
- What steps should you take to list target companies
- What could your target companies look like?



Why list target companies?

- It will ensure that you reach out to the companies that have the kind of roles you are looking for.
- It will also ensure that you are reaching out to the companies you would like working and make a career there
- It will make your reach out efforts targeted and increase your probability of your success
- Not making a list of target companies will diffuse the effectiveness of your reach out efforts and make you feel frustrated



Current Process Review

What do you do now to list target companies and how good is it?

Current Process	Process Effectiveness



Current Process of listing target companies

- Most of us don't list target companies
- We keep reaching out to the companies as and when they post a opening
- Consequently we are one of hundreds who are reaching out to them and that too not being an "Early Bird"
- Also, we apply for any company that comes out with an opening without thinking about our career
- And we keep missing out on our goal of getting a interview call for the role we want



List Target Companies



- Google companies needing such roles
- Add the competitors of these companies
- Look up industry directories
- Look up Data Bases like Fundoo Data, Data guru etc.
- Screen the companies on
 - Hiring opportunities
 - Your probability of success
- See if you can get a listing of about 100 companies which can give you potential response of minimum 10



What could your Target Company Listing look like?

Potential Suitable Roles	Company Listing
Product Manager	FMCG companies
Accounts Manager	Technology Companies
Sales Manager	FMCG&D companies
Equity Analyst	Stock Broking Companies
Business Development Manager	Conglomerates
Consultant	Consulting Companies

Good Hiring Opportunities

FMCG for Product Management

Technology Companies

Consulting Companies

FMCG&D for Sales Management

No so good Hiring Opportunities

Conglomerates

Stock Broking Companies

Low Success Probability

High Success Probability



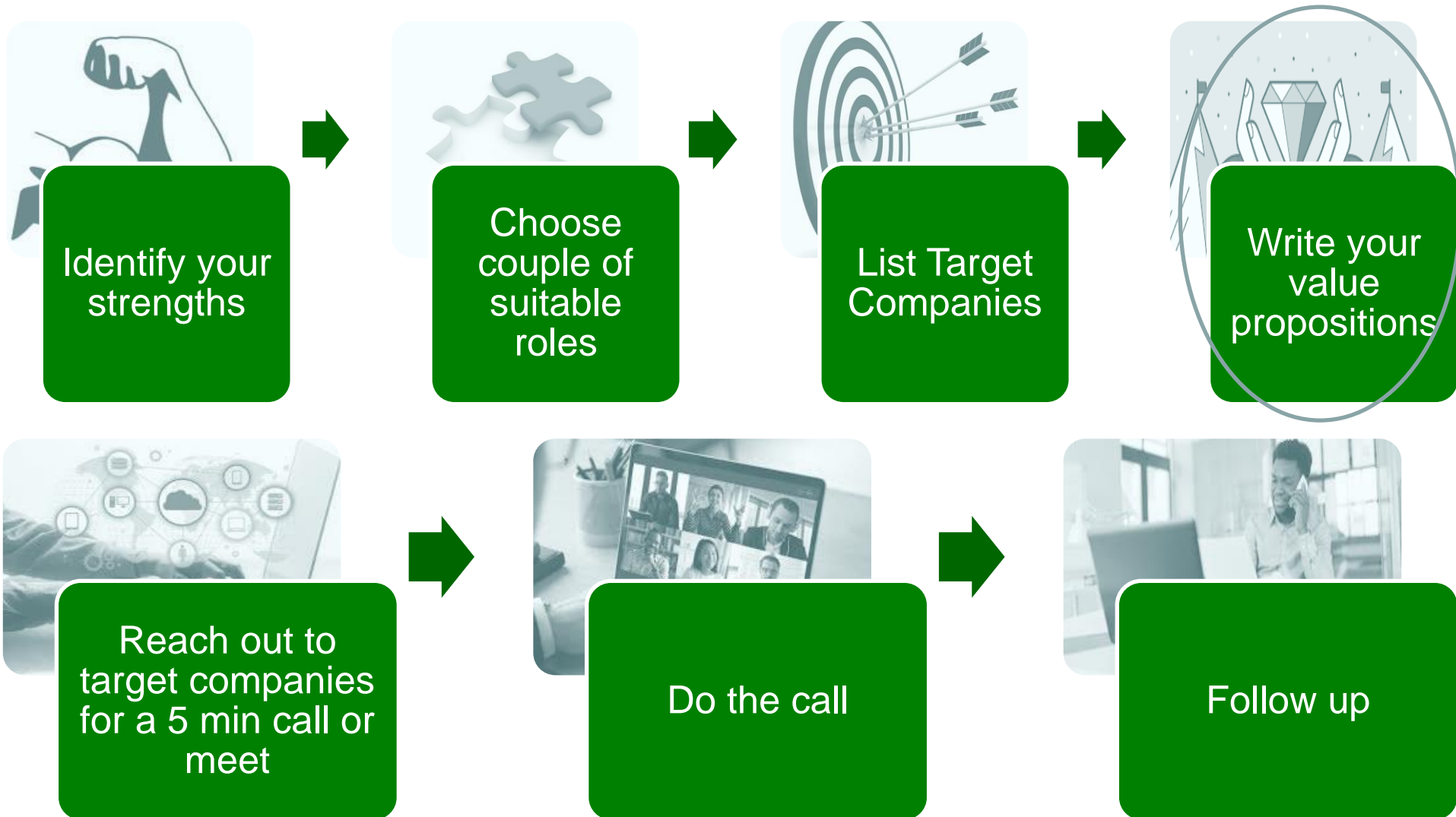
What did we learn in this module

- Most of us do not make a list of Target Companies
- This process is not very effective for most of us, because our efforts are scattered leading to not so good results
- We need to consider adopting a process that will help us list target companies
- We have a process that can help us list our target companies
- We know what could our Target Company List look like



What is in it for you in the next module?

Deep Dive into how to write your value proposition





Thank you for watching
How to list target companies
of
How to get calls for an
Interview for desired role

