

# Finding and Contacting Managers and Key Contacts

When pursuing posted job leads it is critical that you not just apply and hope for a response! Instead, find the hiring manager for the role and write them a targeted message that not only conveys your fit for the position based on the job posting, but, more importantly, outlines your understanding of the company's biggest challenges and outlines your ability to make an impact and overcome those challenges. This message can be sent either in email form, "the old fashioned way" via the postal service, or both.

## FIND THE HIRING MANAGER FOR A POSTED POSITION

1. From [www.linkedin.com](http://www.linkedin.com), click "Advanced" to the right of the search bar.
2. Under relationship, select "3rd + Everyone Else."
3. Enter your best guess job title into the title field, placing the entire title in "quotations" - the correct title depends on a variety of factors and is different for every company and field. If you are applying for an individual contributor position, try finding the manager of that role. If applying for a manager-level role, try finding the director or VP of that role. If you're applying to a very large company, try isolating a person by a particular division or business unit.

*For example: If you are trying to find the manager for an Accountant job you applied to, the likely manager is the "Accounting Manager," "Controller," "Director of Finance," "Senior Accountant," or "Principal Accountant".*

4. In the field below the title select "Current," as you want to find people currently working in this role.
5. Click the Search button, review the results, and decide who you will send your message to.

## FIND THE EMAIL ADDRESS OF A HIRING MANAGER

- » In most cases you only need to find one email address from anyone at the company because the format will be the same throughout the organisation. For example, if an email you find is [skumar@company.com](mailto:skumar@company.com) it is a safe bet that your contact's email will be first initial, last name @company.com.
- » Another option is to contact the desired company by telephone and state...*"my email to [skumar@company.com](mailto:skumar@company.com) bounced back, is the proper format now sameer.kumar@company.com?"* The person on the line will likely correct you and give you the right format.
- » Once you have determined the format you can test it here: [www.mailtester.com](http://www.mailtester.com)

## SEND A MESSAGE TO A HIRING MANAGER

Now that you have your hiring manager's name and email address, your next challenge is to write them a message which encourages them to reach out to you. Even if you are not 100% sure you found the right person, this is a message worth sending. If well written, the contact will likely forward it along to the correct individual.

**EXAMPLE OF A GOOD LETTER** *This letter demonstrates that you have read and understood the job posting by outlining how you are a great fit to fill the company's specific needs as they have shared them. The key is to write it from the hiring manager's perspective, focusing on what is important to them (not what you think is important).*

Mr. XYZ,

I've applied online for the ABC Company Accountant position. While researching the company, I came across your profile. As the accounting manager, you may well be the hiring manager for this role, or at least involved in the hiring decision.

My extensive experience in X, Y and Z would allow me to add value in the following ways, ADD INFO HERE.

Furthermore, as it relates to the job posting, I believe I can help in this manner:

- » *Top requirement and how you meet it*
- » *2ND requirement and how you meet it*
- » *Another requirement and how you meet it*

I can be reached at YOUR PHONE or via email at YOUR EMAIL ADDRESS and am available to speak with you at your convenience. I look forward to hearing from you.

Kind regards,

Your Name

**EXAMPLE OF A GREAT LETTER** *Instead of simply writing a letter that reiterates your ability to do the job as it is written, research what specific pain points and challenges the company is currently facing and describe your ability to successfully help solve those issues. Use specific and concrete examples from your past accomplishments. You can find these challenges through various sources, such as press releases, the company's social media feeds, the company website, and informational interviews with company employees.*

Ms. ABC,

I've recently applied online for the ABC Company Accountant position. While researching the company, I came across your profile. As the accounting manager, you may well be the hiring manager for this role, or at least involved in the hiring decision.

I recently read that ABC Company is going to go through a merger with XYZ Company. When I worked in the accounting department at DEF Company we underwent a similar merger. During that time I was able to add relevant accomplishment(s) here; for example, consolidate five years of company data resulting in more than 150 saved hours, or consolidate each company's accounting software making the transition far easier because all employees were working from one, streamlined system, ultimately saving close to X. I believe that the experience I gained during that time would allow me to help make your transition a seamless one. Furthermore as it relates to the job posting, I believe I can help in this manner:

- » *Top requirement and how you meet it*
- » *2ND requirement and how you meet it*
- » *Another requirement and how you meet it*

If you have time for a telephone call or email correspondence I would welcome discussing the opportunity further. I can be reached at YOUR PHONE or via email at YOUR EMAIL ADDRESS. I look forward to hearing from you.

Kind regards,

Your Name