

ilostmyjob.com®

How to WOW Hiring Companies

(By Researching & IMPRESSING
Them)

By Kathy Bernard

Getajobtips.com

Welcome!



Kathy Bernard
Getajobtips.com

- Started blog to fix a weakness
- Tenaciously good at finding a job
 - Coach, LinkedIn profile revamper/trainer, resume creator
 - Now training recruiters how to find you
- I want to help YOU Get a Job!



How to WOW Hiring
Companies!

The Big **Mistake?**

Researching a company ...
before the interview



How to WOW Hiring
Companies!

When should you **Research** the Company?

You should research a company ...
before you even apply!



How to WOW Hiring
Companies!

How do you **WOW** hiring companies?

- **RESEARCH** who they are
- **IMPRESS** them with what you know



How to WOW Hiring
Companies!

Researching a Company ...

- Shows you are **really** interested in **them**
- Infers you **understand** their company
- Shouts that you are willing to work **harder** and **smarter** to earn the position
- Gives you clues about what the company is **really** like
- Keeps you from saying the **wrong** things



How to WOW Hiring
Companies!

Resistance is self defeating ...

- Not doing your homework lumps you with everybody else who is just going through the motions
- It is more effective to apply well for one job than to apply for 20 jobs badly



How to WOW Hiring
Companies!

That's why today, we'll discuss ...

- How to learn if a hiring company is thriving or dying
- What's on the minds' of top executives
- How to reach the hiring manager
- Types of people the company hires



How to WOW Hiring
Companies!

We'll also discuss ...

- Who you know who could influence your hiring
- The salary ranges for key positions
- Recent departures and job postings
- What current employees think and much more



How to WOW Hiring
Companies!

We'll also discuss ...

- What to do with the knowledge you've gained
- Specifically what to do to impress hiring companies



How to WOW Hiring
Companies!

What I've learned ...

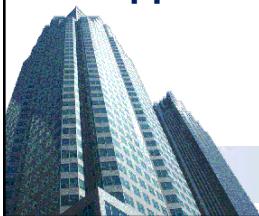
- There are tons of resources
- Many are free
- It's worth your while to do your homework
- You'll be amazed at what you can find out



How to WOW Hiring
Companies!

Use the knowledge ...

- Copy/paste information in Notepad
- Shorten the information to essential points
- Paste it into a Word document
- Highlight sections to use to impress a company
- Refer to document throughout the application process



How to WOW Hiring
Companies!



Let's get started researching hiring companies!

Getajobtips.com

Use LinkedIn to research companies

- Find companies using LinkedIn search dropdown menu

A screenshot of the LinkedIn search interface. A red arrow points to the 'Companies' option in the dropdown menu, which is highlighted with a red box. Other options visible include 'People', 'Jobs', 'Groups', 'Universities', 'Articles', and 'Inbox'. The background shows a portion of the LinkedIn homepage with news feed items.

How to WOW Hiring

Companies!

Use LinkedIn to research companies

○ Type city name in the search box

Sort by:

- Location
- Relationship
- Job openings
- Company size
- Fortune 500



SEARCH

Advanced >

All Companies More ...

Relationship

All 1st Connections (2211) 2nd Connections (343200) 3rd + Everyone Else (2764460)

Location

All United States (774080) United Kingdom (188389) Netherlands (114497) Canada (85154) Greater New York ... (72811) Add

IBM Information Technology and Services Greater New York City Area - 10,001+ employees 6,332 people in your network · Similar Follow

Microsoft Computer Software Greater Seattle Area - 10,001+ employees 4,064 people in your network · Similar Follow

Hewlett-Packard Information Technology and Services San Francisco Bay Area - 10,001+ employees 3,255 people in your network · Similar Follow

Oracle Information Technology and Services San Francisco Bay Area - 10,001+ employees 3,595 people in your network · Similar Follow

Accenture Management Consulting Ireland - 10,001+ employees 2,889 people in your network · Similar Follow

How to WOW Hiring Companies!

Use LinkedIn to research companies

○ Click **Follow** to receive company updates, job postings, new hires, and recent departure notices



Are You A Director? - Apply to the Worldwide Who's Who network for Successful Women.

Dell Click "Follow" to receive updates 347,322 followers Follow

HOME CAREERS PRODUCTS & SERVICES INSIGHTS

RECENT UPDATES

Explore Dell. We work to turn business needs into realities and create solutions to empower all.

Dell Introducing the Dell UltraSharp U2913WM 29" Ultra-wide monitor. Learn more here.

HOW YOU'RE CONNECTED

1 first-degree connection
1,817 second-degree connections
86,202 Employees on LinkedIn

CAREERS

How to WOW Hiring Companies!

Use LinkedIn to Research Companies

Company home page:

- Basic info
- Specialties
- Web address
- Industry
- Address, etc.
- + connections and competitors



BSI Constructors, Inc.

BSI Constructors, Inc. is a general contractor and construction management firm based in St. Louis, MO and is ranked by the St. Louis Business Journal as one of the 150 largest private companies in the St. Louis Metro Region as well as one of the largest general contractors in the region. For 40 years, BSI Constructors has maintained an outstanding reputation as a leader in the construction industry dedicated to achieving the highest standards of integrity, service, and excellence in all markets.

BSI has completed projects for some of the region's most respected institutions: Washington University, A.G. Edwards, Enterprise-Rent-A-Car, The Gateway Foundation, The Chase Park Plaza, The Missouri Botanical Garden, The Missouri Historical Society, Forest Park Forever, The St. Louis Public Library, St. Louis University, St. Louis University High School, The Archdiocese of St. Louis, University of Missouri-Columbia, Southeast Missouri State, Sachs Properties, Restoration St. Louis.

For more information visit www.bsilst.com see less

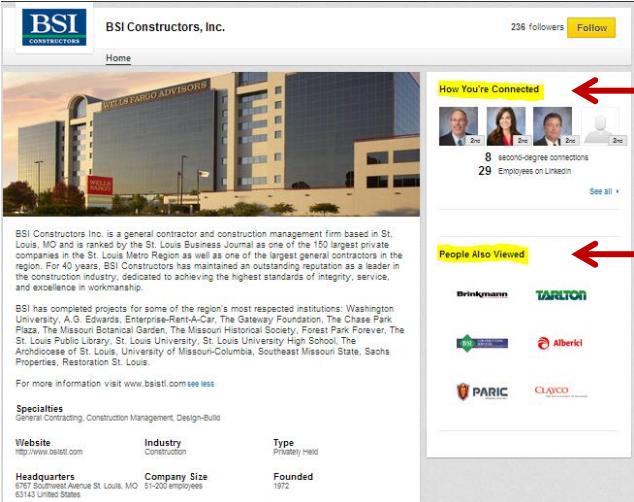
Specialties
General Contracting, Construction Management, Design-Build

Website http://www.bsilst.com	Industry Construction	Type Private Held
Headquarters 6375 Olive Avenue St. Louis, MO 63143 United States	Company Size 31-500 Employees	Founded 1972

How to WOW Hiring Companies!

People Also Viewed

Brinkmann TARTLOR
PARIC CLAYCO



Use LinkedIn to Research Companies

- Read and comment on Recent Updates on home page.



Getajobtips.com

Clear, concise career advice for the unemployed and miserably employed.

Recent Updates

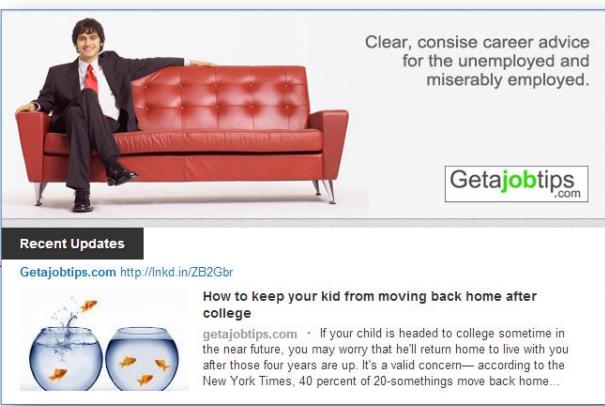
Getajobtips.com <http://lnkd.in/ZB2Gbr>

How to keep your kid from moving back home after college

getajobtips.com • If your child is headed to college sometime in the near future, you may worry that he'll return home to live with you after those four years are up. It's a valid concern—according to the New York Times, 40 percent of 20-somethings move back home...

How to WOW Hiring Companies!

Follow [Getajobtips.com](#)



Use LinkedIn to research companies

- Easily view Companies' Products / Services

LinkedIn killed these pages

Recommend their products and services

Philips Products & Services

As a world leader in healthcare, lighting, technologies and design into personalized solution fundamental customer insights and promises simplicity.

Global Simplicity@Schools Initiative

'Can we increase learning?' a number of pupils at a school in the Netherlands have been learning from Philips. They spent over three hours entertaining a different group of pupils. With the help of the educational Healthy Heroes program, they are learning about the importance of healthy eating and how to live a healthy life.

Home Healthcare

By 2050, 22 percent of the world's population will be over 60. In the same time frame the World Health Organization expects one in four people will suffer from some form of chronic disease. Home healthcare technology allows patients to be treated effectively in the comfort of their own home.

Philips Hotel TV

Philips Hotel TV is the market-leading provider for hotel television systems. Over 20 years we've been serving clients like Accor, Starwood, Marriott and IHG as well as many independent hotels from 1st to 5th tier across all markets with dedicated Hotel TV ranges, including a service to make us your...

Use LinkedIn to research companies

- Replaced by (limited) Showcase

Dell Showcase Pages

- Dell** Information Technology... 10,001+ employees
- Dell Healthcare and...** 834 followers + Follow
- Dell Services** 647 followers + Follow
- Dell Software** 599 followers + Follow

Dell Healthcare and Life Sciences

Better healthcare starts with better information.

Enabling information-driven healthcare.

Dell.com/healthcare

Followers: 834 followers Follow

Dell Healthcare and Life Sciences is a global, passionate team that provides people, processes and technology to create information-driven healthcare and accelerate innovation.

Website: <http://dell.com/healthcare> Industry: Hospital & Health Care

Rx playing bigger role in EHR strategy

dell.com/Health system Rx management is playing a greater role in the decision-making process when it comes to...

Dell Healthcare and Life Sciences: Greater integration of patient generated health data (PGHD) into clinical practice and research opens the door to innovative treatment standards. How will your organization utilize PGHD's cellular...

Is Patient Generated Health Data (PGHD) trustworthy...

healthcareanywhere.com ... The push towards shifting the patient's role from a passive recipient to an active member of the care-team looks set to gain further momentum.

- Follow the showcased division
- Read / comment on news posts

Use LinkedIn to research companies

View/apply for company job openings

- Watch a company video

Careers in marketing
Where passion meets possibility

About Dell Marketing Opportunities
Dell's marketing vision is to become the world's best technology brand, and we need you to help drive...
The Dell brand is all about doing what's best for our customers, and the innovative ways our marketing teams bring that to life is what makes our brand as successful as our technology. Here, your unique ability to engage and inspire customers will go far beyond helping put the right technology in the right hands.

Life at Dell YouTube

Companies!

Internal Communications Consultant
Plano, TX
Enterprise Social Media & Thought Leadership Corporate Communications Consultant
Round Rock, TX
IT Communications Consultant, Office of CIO
Round Rock, TX

Use LinkedIn to ...

Search/ follow many target companies at once

SEARCH Advanced > 217 results for St Louis

Industry: Construction ▾ Reset

BSI Constructors, Inc.
Greater St. Louis Area - 51-200 employees
About: ...and construction management firm based in St. Louis, MO and is ranked by the St. Louis Business Journal... **Follow**

S.M. Wilson & Co.
Construction
Greater St. Louis Area - 51-200 employees
About: Our corporate culture and our rich traditions... headquarters to St. Louis, and over the last ten years... **Follow**

PARIC Corporation
Construction
Greater St. Louis Area - 51-200 employees
About: PARIC, founded in 1979 and based in St. Louis... firm in the St. Louis region. The company... **Follow**

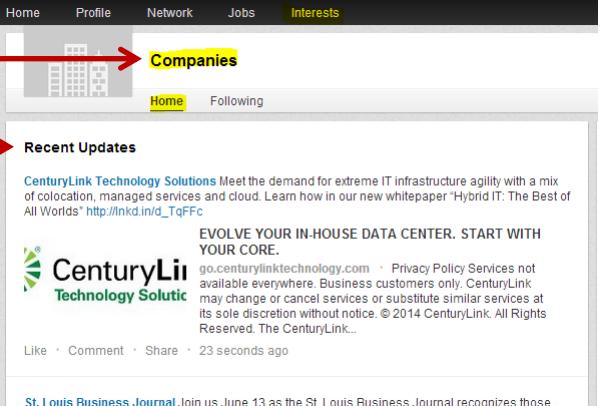
Granite Transformations of St. Louis
Construction
Greater St. Louis Area - 11-50 employees
About: Granite Transformations St. Louis (Fenton) *Granite Transformations St. Louis sells kitchen... **Follow**

How to WOW Hiring Companies!

Use LinkedIn to ...

Visit Interests > Companies.

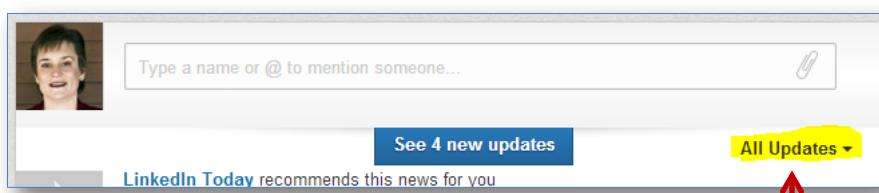
Scroll through Recent Updates → for job postings and news



How to WOW Hiring Companies!

Use LinkedIn to ...

- View all companies updates– From Home page, click All Updates > **Companies** or > **Jobs**



How to WOW Hiring Companies!

Use LinkedIn to ...

View all companies updates (in theory)

From Home page, click All Updates > Companies



How to WOW Hiring Companies!

LinkedIn Home Page screenshot showing company updates:

- Becka Stair Gill is now following: 10Ten Media
- Harold Thibodeaux is now following: Arkay Career Services

Stealth job seeking?

Change your privacy settings before following companies



LinkedIn Account & Settings screenshot with a callout box:

Hover by your picture to see this box then click on review privacy settings

LinkedIn Profile screenshot showing privacy controls:

Turn on/off your activity broadcasts

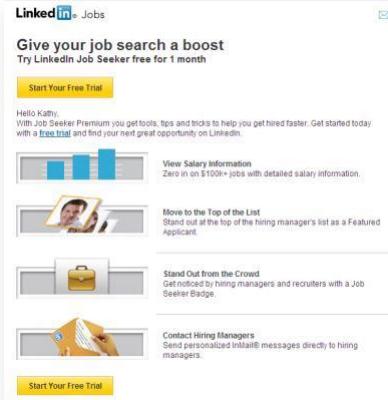
How to WOW Hiring Companies!

Use LinkedIn

Try 30-day free trial of LinkedIn Job Seeker Premium

- View **salary information** for posted jobs
- Be listed as a **featured applicant** to companies
- Benefit from **job seeker badge**
- Send personalized **InMail** messages to **hiring manager**





How to WOW Hiring Companies!

Use a Company's Web Site

- Visit a company's web page ... **for free**
- To learn a company's
 - History
 - Leadership team
 - Investor information
 - Press releases
 - Philosophy
 - Mission statement
 - News /new products





How to WOW Hiring Companies!

Use a Company's Web Site

Use news/new product info

- To impress contacts with your knowledge
 - Understand what's on the mind of leadership
 - Send congratulatory e-mails
 - Use information in your cover letter
 - Impress interviewers



How to WOW Hiring

Companies!

Research Online

- Research the company on Google
 - Search on both the Web and News tabs

Look for free online industry directories that list email addresses.



How to WOW Hiring

Companies!

Research Online

- Research the industry on Google
 - Look for free online industry directories that include the industry or company type you seek.

How to WOW Hiring
Companies!

Research Online

- Learn someone's email address on email-format.com/

How to WOW Hiring
Companies!

Research Online

- Use the email structure to send message to key person at hiring company

Want to directly email someone at **Target** but don't know their address?
Maybe you just had an interview and didn't get a business card for a follow-up? Or you've got a name and nothing more from LinkedIn?
Don't sweat it, we've got you covered.

Get the email address format for people working at **target.com**

Identified Name Formats Representative Email Addresses Export to Excel

high confidence		
first_name . last_name		e.g. John.Smith@target.com
first_name last_name		e.g. JohnSmith@target.com
first_name		e.g. John@target.com

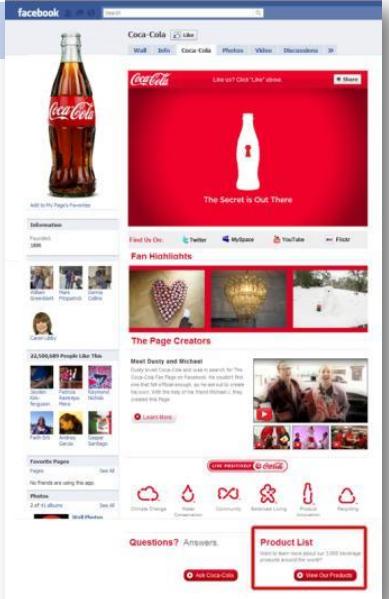
Most likely the correct email structure

How to WOW Hiring Companies!

Use Facebook

- Become a fan of the company on Facebook

P&G 

Coca-Cola 

How to WOW Hiring Companies!

Use Cachinko

- **Sign up for free using Facebook sign-in**
- **Search jobs and who you know at hiring companies through your Facebook friends**



How to WOW Hiring Companies!

Use Cachinko

- **Complete a profile**
- **Relay types of positions wanted**
- **Start searching!**



How to WOW Hiring Companies!

Use Cachinko

- Go to the “Jobs You’ll Love” list
- Star jobs you like to “train the system”
- Click “Friends who can help” to enlist your network

The screenshot shows the Cachinko homepage. At the top, there's a search bar with 'Search Jobs' and a dropdown set to 'communications'. To the right of the search bar are '63123' and a 'Search' button. Below the search bar is a banner with the text 'Find your happy workplace!' and an illustration of diverse professionals. On the left side of the page, there's a large image of a modern skyscraper. In the center, a blue banner reads 'How to WOW Hiring Companies!'. On the right, there's a sidebar with a user profile for 'Hello, Kathy!' and edit profile link. The sidebar also includes links for Stream (Home), People, Search Jobs (which is highlighted in yellow), Jobs You'll Love, and Saved Jobs.

Use Twitter

- Follow the company on Twitter. Interact and attend events

The screenshot shows a tweet from Caterpillar Inc. (@CaterpillarInc) dated April 30. The tweet reads: '.@ChrisOCEARCH from @OCEARCH is at our global HQ in Peoria, IL this week. Here he is speaking to ~820 students'. Below the tweet is a large photograph of a man in a dark suit standing on a stage, speaking to a large audience seated in rows of chairs in a large auditorium. At the bottom of the tweet card, there are interaction icons for retweets, likes, and replies, followed by 'View more photos and videos'.

On the left side of the page, there's a large image of a modern skyscraper. In the center, a blue banner reads 'How to WOW Hiring Companies!'. On the right, there's a sidebar with a user profile for 'Hello, Kathy!' and edit profile link. The sidebar also includes links for Stream (Home), People, Search Jobs (which is highlighted in yellow), Jobs You'll Love, and Saved Jobs.

Use Business Sources

- Use local **Business Journal**
 - View largest companies by industry
 - Revenue, number of employees, CEO info, etc.
 - Get daily business news
 - e-blasts to learn latest company news







Use Business Sources

- Visit FORTUNE ... for free
 - 100 best
 - 500 largest
- Learn basic company information and employee perspectives
- Search by state









Use Web Sites

- Use www.glassdoor.com ... for free

Get Hired. Love Your Job.

Jobs Job Title, Keywords, or Company Location Search

Search jobs from over 20,000 job sites, newspapers and company career pages

See What Employees Are Saying

Company Reviews Salaries Interviews

Sun Microsystems 998 reviews **Great place to work, great people**

Pros - Great place to work, great people. Allowed to get things done without asking for permission all the time. Very... Contractor — reviewed 5 days ago

Inside Connections

Kathy Kaegel Bernard, Sheri Reese other friends use Glassdoor.

Uncover Inside Connections Follow Us

How to WOW Hiring

Companies!

Use Web Sites

Companies ▼

Enterprise Holdings Location Search

Your potential for success. It starts here.

Follow

ENTERPRISE HOLDINGS

Alamo National

Overview Salaries Reviews Interviews Jobs More ▾

Enterprise Holdings

3.5 of 5 – 123 reviews

Website www.goenterpriseholdings.com

Headquarters Saint Louis, MO

Size 5000+ Employees

Type Company - Private

Industry Travel & Tourism

Revenue \$10+ billion (USD) per year

Competitors Avis Budget Group, Hertz, Dollar Thrifty Automotive

With annual revenues of \$15.4 billion and more than 74,000 employees, Enterprise Holdings and its affiliates own and operate almost 1.3 million cars and trucks. Enterprise Holdings – the largest car rental service provider in the world measured by revenue, employees and fleet – and its affiliates together offer a total transportation solution and are all united by a common mission:

See All Photos (6)

Connect With Us Twitter LinkedIn

Follow Enterprise Holdings

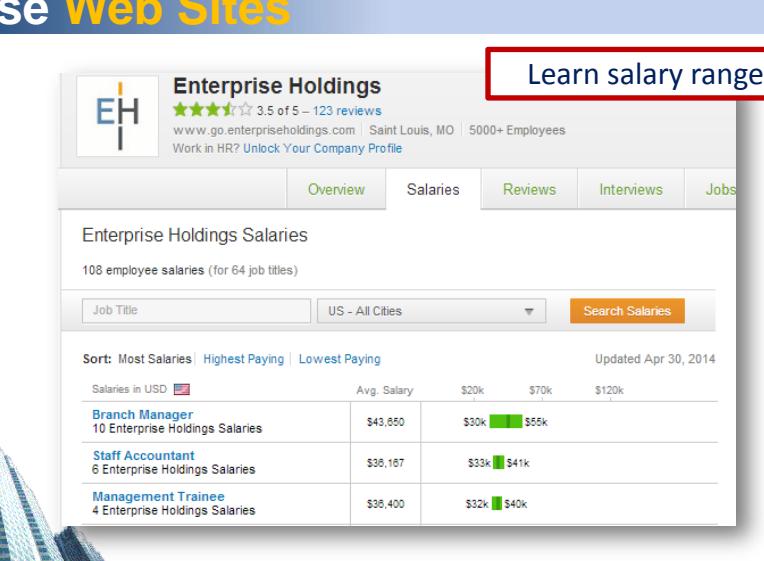
EHCareersGO: We are proud of @HeenMenhardt for receiving the CX Innovation Award for providing an exceptional customer experience! <http://bit.ly/1DqUz3d>

EHCareersGO: Our SoCal team enjoyed the @UnitedWay 2014 #Leadership outing on the set of The Price is Right @CBS @PricesRight <http://bit.ly/1DhsWlxxyKU>

EHCareersGO: The phone interview is the first step in making a great impression! @HeenMenhardt <http://bit.ly/1v4yQkU>

EHCareersGO: Our Southern California employees enjoyed the United Way's 2014 Leadership outing on the set of The Price Is... <http://bit.ly/z3q4orV80m>

Companies!



Use Web Sites

Enterprise Holdings
★★★★☆ 3.5 of 5 – 123 reviews
www.go.enterpriseholdings.com | Saint Louis, MO | 5000+ Employees
Work in HR? [Unlock Your Company Profile](#)

Overview Salaries Reviews Interviews Jobs

Enterprise Holdings Salaries

108 employee salaries (for 64 job titles)

Job Title US - All Cities Search Salaries

Sort: Most Salaries | Highest Paying | Lowest Paying Updated Apr 30, 2014

Salaries in USD	Avg. Salary	\$20k	\$70k	\$120k
Branch Manager 10 Enterprise Holdings Salaries	\$43,650	\$30k	\$55k	
Staff Accountant 6 Enterprise Holdings Salaries	\$38,167	\$33k	\$41k	
Management Trainee 4 Enterprise Holdings Salaries	\$38,400	\$32k	\$40k	

How to WOW Hiring

Companies!

Use Web Sites



Enterprise Holdings
★★★★★ 3.5 of 5 – 123 reviews
www.go.enterpriseholdings.com Saint Louis, MO 5000+ Employees
Work in HR? Unlock Your Company Profile

Overview Salaries Reviews Interviews Jobs

Enterprise Holdings Reviews

Updated May 18, 2014



3.5 ★★★★☆ 123 reviews

Culture & Values  94% Approve of the CEO
Work/Life Balance  Pamela M. (Pam) Nicholson
Senior Management 
Comp & Benefits 
Career Opportunities 





73% of employees recommend this company to a friend



How to WOW Hiring

Companies!

Use Web Sites

Enterprise Holdings Interview Questions & Review Learn interview questions

All Interviews | Received Offers

Getting the Interview

Applied Online	74%
Campus Recruiting	11%
Recruiter	9%
More	

Interview Experience

Positive	58%
Neutral	25%
Negative	16%

Interview Difficulty

2.6 Average Difficulty

36 candidate interviews

All Locations Popular Job Titles: Management Trainee (14) More

May 12, 2014 Accepted Offer

Insurance Support Representative Interview

Anonymous Employee

I applied online and the process took 4+ weeks - interviewed at Enterprise Holdings in May 2012.

Interview Details – Phone call, then phone interview, then face to face. Then 2 week waiting period background check then job offer. It took over a month from initial contact to start date. A lot of phone tag involved.

How to WOW Hiring Companies!

Use Web Sites

- Use www.Jobitorial.com ... **for free**
 - To read anonymous employee comments and view overall employee rankings
 - Learn if employees hate it (for good reason) before it's too late.

Jobitorial

Working at Enterprise Rent-A-Car — Reviews by Employees

Explore more on Glassdoor.com

- Enterprise Rent-A-Car Salaries
- Enterprise Rent-A-Car Interview Questions
- Enterprise Rent-A-Car Jobs

Reviews of Jobs at Enterprise Rent-A-Car

4.2 From Tami - 03/01/2010
The only people that are pick well is upper management (GM/Controller). We work very hard for no money!

See what employees are saying.

Salaries | Reviews | Internships

Enterprise Rent-A-Car Salaries

Position	Average Salary
Management Trainee	\$32K
Branch Manager	\$44K
Assistant Manager	\$34K
Enterprise Rent-A-Car Manager	\$34K
Management Trainee - Hourly	\$11.00
Management Assistant	\$22K
Intern - Hourly	\$10.00
Management Trainee - Hourly	\$10.00

Share [Facebook](#) [Twitter](#) [LinkedIn](#) [Email this Review](#)

How to WOW Hiring Companies!

Use Web Sites

The screenshot shows the Jobitorial website interface. At the top, there's a search bar with "Hewlett-Packard" typed in, and a red arrow points from the text "Type the company name in the 'Search' box or click the first letter of the company name." to the search bar. Below the search bar is a navigation menu with letters A through Z, and a red box highlights the letter 'H'. Another red arrow points from the text "click the first letter of the company name." to the letter 'H'. The main content area features a heading "Working at Hewlett-Packard — Reviews by Employees". Below this, a review from "Bethesda, MD" dated 03/03/2009 is displayed, giving a rating of 3.3. The review text includes: "Great coworkers", "Great hiring manager", "Love the commute", "Hate the pay cuts", and "Customer service support is disorganized, at best". To the right of the review, another red arrow points from the text "View anonymous employee reviews" to the review itself. At the bottom of the page, there's a banner with the text "How to WOW Hiring Companies!" over a background image of two skyscrapers.

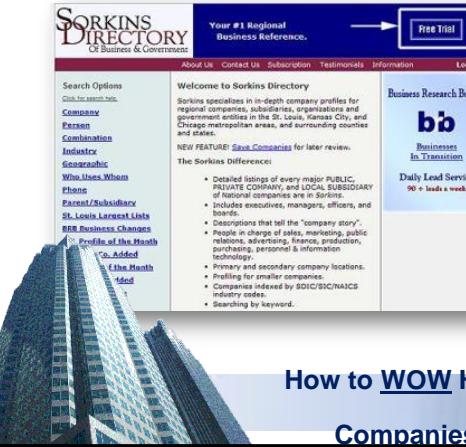
Use Web Sites

- Use [http://www.indeed.com/Best-Places-to-Work ... for free](http://www.indeed.com/Best-Places-to-Work)

The screenshot shows the Indeed website's "Best Places to Work" section. At the top, there's a search bar with "what:" and "where:", and a red arrow points from the text "Find the 500 best places to work (according to job seekers) on Indeed.com." to the search bar. Below the search bar is a "Find Jobs" button. The main content area features a heading "Best Places to Work" with the sub-instruction "Find jobs at the best companies to work for, as ranked by job seekers on the #1 job site." A table lists the top 10 best places to work, including companies like Concur, U.S. Air Force, Acuity Healthcare, RAND Worldwide, In-N-Out Burger, El Paseo Corporation, Mississippi State University, Alzco Nobel, Google, and Southwest Airlines, along with their overall ratings and employee counts. To the right of the table, another red arrow points from the text "View anonymous employee reviews" to the table. At the bottom of the page, there's a banner with the text "How to WOW Hiring Companies!" over a background image of two skyscrapers.

Use Business Sources

- Local business directory ... *free trial*
 - Example: *Sorkins Directory* in St. Louis




How to WOW Hiring Companies!

Use College Career Center & Library

- Access employer profiles



How to WOW Hiring Companies!

Use Web Sites

Use Hoovers

(or similar site) ... ***free trial***

- Access company reports, credit information and industry profiles
- Learn trends and new opportunities
- Build and export lists
- Get real-time information

How to WOW Hiring Companies!

Use Web Sites

Use bls.gov (Bureau of Labor Statistics)

Learn about everything job related

- [Wages by area and occupation](#)
- [Unemployment information](#)
- [Employment statistics by occupation](#)
- Lots of information ... just keep digging

Use Web Sites

Use similar companies ... free trial

- www.dnb.com
(Hoovers parent co.)
- www.infousa.com
- www.onesource.com

How to WOW Hiring Companies!

Use Web Sites

- Use www.Vault.com ... free trial
 - Access detailed reports about a particular employer
 - Career advice, management and job search information

How to WOW Hiring Companies!

Use Web Sites

- Use www.WetFeet.com ... *free trial*
 - Similar service, but recent grad, edgy perspectives



Use Web Sites

- Use www.zoominfo.com ... *free trial*
 - Search by keywords, industry terms, job titles



Use Web Sites

- Use connect.data.com (aka Jigsaw.com) ... *for free or fee*
 - Find email addresses / get email addresses

The screenshot shows the connect.data.com interface. At the top, there's a navigation bar with links for Home, Contacts, Companies, My Account, and Community. A user profile is shown on the right with the name "Hi, ManyToast2", a yellow progress bar at 0%, Points: 10, and a shopping cart icon. Below the navigation is a search bar containing "suzanne wesley" with a magnifying glass icon and an "Advanced Search" link. Underneath the search bar are tabs for "Contact Results" and "Company Results". A main search results area displays a table with one contact found: Wesley, Suzanne, Catholic Charities Archdiocese of St. Louis, Chief Executive Officer, Saint Louis, MO, United States, 02/25/13. There are buttons for "Get Contacts" and "Save this Search". The background features a large image of skyscrapers.

How to WOW Hiring Companies!

Use Web Sites

- Use ReferenceUSA ... *use for free through library*
 - Access business intelligence

The screenshot shows the ReferenceUSA website. At the top, there's a banner with the text "The premier source of business and residential information for reference and research." and a "Want to see how it works?" button. Below the banner, there's a section titled "Available Databases" with a "Select A Database To Get Started." link. It lists several database categories: U.S. Businesses (14 billion businesses), OneSource (Businesses, Organizations and Executives by Title), U.S. Healthcare (255,000 Physician & Dentist), Residential Databases (1.8 billion businesses), Special Databases (U.S. New Businesses, 4 billion new businesses), and a "Latest News" section. The "Did you know..." section lists various ways ReferenceUSA can help, such as searching for jobs, finding new business opportunities, and tracking down addresses and phone numbers. The background features a large image of skyscrapers.

Use Web Sites

- Use similar library resources ... **for free through library**
 - Access business intelligence

www.ProQuest.com > ABInform

State, Canada (English) Change

Products & Services Support & Training Library Tools Publishers & Partners About Us

ABINFORM®

Key Facts

Format: Access and Index, Full Text, Full Image, Text-Only
Languages: English, French
Product Lines: Business & Company Resource Center
Databases: ABINFORM®
Coverage: 1923-present
Number of Volumes: 1000+
MARC Records: 1,051,100+ COMPLIANT - ED / ARHENTI standard - RSS
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Research through Networking

- Research your connections ... **for free**
 - Use LinkedIn to determine ...
 - who you know at target companies
 - who used to work there
 - other influential people
 - Vendors, customers, affiliates, etc.

How to WOW Hiring

Companies!

Impress through Connections

- Ask best connections to vouch for you
 - Send connection e-mail or InMessage
 - Tell them about position you seek
 - Pick their brain
 - Don't assume they will help



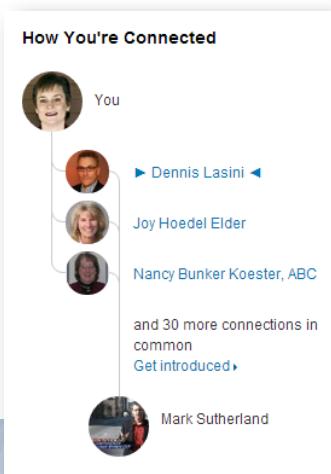
How to WOW Hiring
Companies!

Impress through Connections

- Ask if you should send them a Get Introduced message ...
- Or, if they may prefer to contact the person directly on your behalf



How to WOW Hiring
Companies!



Prepare Influential People

- **Provide influential people with your ...**
 - Resume
 - Talking points / background information
 - Job description
 - Contact information for you and target person



How to WOW Hiring
Companies!

Prepare Influential People

- **Follow up!**
 - Let them know the outcome
 - Thank them
 - Send them leads
 - Tell others about them
 - Treat them to lunch
 - Continue the relationship



How to WOW Hiring
Companies!

Set up Referral Interviews

- Ask them for coffee or lunch for referral interview
 - Bring Referral Interview Success Sheet -- find template on Getajobtips.com > **Free Downloads**
 - Seek names/contact info
 - Follow up to get details



How to WOW Hiring
Companies!

FIRST NAME LAST NAME, DEGREE, CERTIFICATIONS			
Dmitriy Art Bravu, MBA, CFA			
Phone number: address@my-mailaddress.com	Street address: City, State, Zip Code		
SUMMARY			
Powers statement: Summary of what you offer professionally. Use same statement on your resume and LinkedIn profile. <small>Summarize what makes you unique and what you offer professionally. Use same statement on your resume and LinkedIn profile. An assessment below measures how effective you are at doing this.</small>			
Proof points: <small>State your valuable experience and skills that prove your power statement. Summarize relevant experience in executive positions, public relations, etc. Present best record in managing undersizing organizations, merges and acquisitions, etc.</small>			
Key accomplishments: <small>Companies: 1 _____ Include company name and city, your title while there, and your years of service.</small>			
<small>• Accomplishment 1: _____ Include a quantifiable accomplishment (handed, \$ raised, number trained, etc) and how it made a difference.</small>			
<small>• Accomplishment 2: _____</small>			
Company 2: <small>Companies: 2 _____ Summarize your experience with negotiations, conflict resolution, customer service and general interest (travel, etc).</small>			
TARGET COMPANIES / CONTACTS <small>Companies: target companies, firms with companies, in which you have an interest. Ask for contact leads.</small>			
Target Companies	Company Contact	Target Companies	Company Contact
Example: IBM Corp.		Example: Feed the World	
OTHER COMPANIES			
Company Name	Company Contact	Company Name	Company Contact

Use Email Messages

- Send e-mails
 - Share what you know/like about their company
 - Research the company
 - Drop names
 - Explain why you are uniquely qualified
 - Include samples and other documentation
 - Let them know you **DID** apply online



How to WOW Hiring
Companies!

Other Ways to Impress

- Bring up your company knowledge ...
 - In phone calls
 - At networking events and job fairs
 - On phone interviews
 - At interviews
 - When following up after interviews



How to WOW Hiring
Companies!

To Recap

Research companies and industries:

1. Visit LinkedIn company profiles
2. Search a company's web site
3. Research on search engines
4. Review your area's *Business Journal*



How to WOW Hiring
Companies!

To Recap

Research companies and industries:

- 5. Sign up for business e-blasts**
- 6. Use information to impress companies and to keep in touch**
- 7. Become a fan on Facebook**
- 8. Follow companies on Twitter**



How to WOW Hiring
Companies!

To Recap

Research companies and industries:

- 9. Learn what employees think on GlassDoor and Jobitorial**
- 10. Take advantage of free trials on fee-based sites**
- 11. Use free library resources.**
- 12. Study bls.gov to learn labor trends.**



How to WOW Hiring
Companies!



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Thank you! Any questions?



Kathy Bernard

Invite me to connect on LinkedIn:

kathy@getajobtips.com

(I'm the Kathy Bernard in
St. Louis, MO)



Contact me for a LinkedIn
profile or resume revamp!

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