

## STRATEGIES FOR GETTING INSIDE

---

- Know as much as possible about the employer you wish to see and what they do.
- You can request a position description before your interview for the purpose of asking good questions that pertain to the position you're seeking.
- Make many calls and send lots of letters and resumes – target them with a follow-up plan.
- Try to obtain a commitment for a specific interview date and time.
- Have a clear idea of the benefit you can provide to a potential employer. Be able to describe your skills and successes and how they can transfer to this job.
- Use a customized cover letter with every resume you send.
- Be sure to find out the name and title, and, if you can, the responsibilities of the person you should see. Make sure your letter or phone call is directed to them.
- Don't be afraid to call. Speak directly with the person who could hire you.
- If a secretary screens your call – don't fight it, ask her questions which show you know what you are talking about.
- Be logical and to the point in your conversation.
- Present good information in an interesting and concise way to make the best impression and create interest.
- Use the terms and jargon of the job target you are seeking (but know what you are talking about).
- If you don't succeed in an interview attempt, get the names of other persons and employers you could contact.
- Practice making telephone presentations before doing the real thing.
- Don't waste your time on mass mailings of printed letters. Make your approach specifically directed.
- Get people with contacts to help you get to see the employers you want to interview.