

PROFESSIONAL RESUME

P L U S

Getting the Job Search Contact Name

Having “The Name” of the Hiring Manager, Human Resources person or Recruiter in charge of your particular job search provides an incredible amount of leverage in getting your resume into the right hands. Personalizing and customizing your cover letter is crucial, and getting that person’s name by researching the website and LinkedIn are the best ways to find this information. Having this name demonstrates your value and commitment to the job search, providing a pleasant surprise to your future employer, by showing how you are proactively conducting the search. You will stand out by doing your homework. I won’t lie; getting a name is tough, but not impossible. Anything that is worth something is worth working for-right?

So, here are some of the ways and to go about getting “The Name.”

Using LinkedIn effectively:

TIP: Start building up your **first level contacts** with highly connected people – these are your immediate contacts. You want to connect with highly connected people to benefit from their connections. You want to get that number to 100 people as soon as possible. This may take several hours, but completely worth the time and effort. You can do this by importing your email addresses, searching through companies you’ve previously worked for, etc. – by digging into the past. You’ll be surprised how many people you know are using LinkedIn.

Step 1: Locate the business name and any other relevant information written in the job add. Look closely to find if any other information is given — who knows, you might get lucky and there may be a name in the add or at the very least, the department you will be reporting to.

Step 2: Sign into LinkedIn, and click on “Advanced” located to the right of the search window.

Step 3: In advanced search, “People” should be highlighted in the upper left corner of the page. If not, click on it.

Step 4: Makes sure all 4 boxes under “Relationships” are checked, including “3rd and Everyone Else” to increase the search results.

Step 5: Type the business name provided in the job search in “Company”.

Step 6: It is not advised to enter a geographic restriction (no zip code, town, or state).

You can always narrow the focus later. Just because the position is located in a particular zip code doesn’t necessarily mean the recruiter is in that region (particularly when looking at larger organizations).

Step 7: If you get a large number of results, narrow results, by typing “human resources” in the “Title” box. Scroll through the names, looking for those who are **currently**

employed by the company. Search the employees profile for an email address, which will be in one of three places: The profile summary, in the “Contact” box, or under “Best advice for contacting...” which is located at the very bottom of the “background” section.”

Step 8: Because not every department has a human resources department, now you go back and enter “recruiter” in the “Title” box. Scroll through the names looking for those who may not be listed under the HR department, and search for a possible email address.

Step 9: If you choose to send an invitation to connect with a 2nd degree connection, you will be asked how you know the person. If you do not know the person, don’t lie-- Choose “Other” and you will still find your way to the inbox. Do not choose “I don’t know,” because your message will NOT likely be forwarded to that person. After choosing “Other” you will be asked for the person’s email address. Cut and paste the email you found on LinkedIn, and write a short and sweet note to the effect of: “Dear so and so, I am applying for (job title and job ID#) through your site. I would like to make sure that the person handling the search receives my resume. Do you know who that is? Thank you so much for your time.”

Step 10: You can also join affiliated groups that these people belong to, as you can write to people in the group directly without needing an introduction.

Step 11: If you have the name of the company, but no names or email addresses to contact directly, you can do another “Advanced” Search, but instead of searching for “People” you will be searching “Companies.” Here, you would add the Location, Industry and decide how large of a company you are interested in (Number of employees), to have a list of everyone working for the company who has a LinkedIn profile.

Final TIP: There is nothing wrong with using LinkedIn to reach out – this is what it is designed for. LinkedIn is a tool like any other social media tool. If you decide to use a mutual connection as a tool to contact somebody within your target company, make sure when approaching them you write something along these lines: “Hello so-and-so, there is a position I am interested in at _____ and I’m trying to get a hold of _____, a connection of yours. I’d appreciate your help, but if you’re not comfortable making this connection for me, I certainly understand.”

Using the Web to research the Company Website:

TIP: Take some time to scan the website and find out a little about what the company is about. Search the “Contact Us” list for possible Human Resources number. You are looking for any names in HR – the Human Resources director, manager, or any staff. Remember, not all companies Human Resources use that term. These employees may be referred to as “Recruiters.”

Step 1: Again, locate the business name and any other relevant information written in the job add. Look closely to find if any other information is given: a name, email, or who you would be reporting to.

Step 2: Go to the company website. Many companies have some form of directory. Look for numbers relating to the HR department. If there is a listing of the Executive Team, look through those names also —you just might know someone on the list. While the goal is to get the name of the person in charge of the job search, knowing an insider doesn't hurt.

Step 3: Get yourself organized to call the company. Your mindset should be – I'm an administrative assistant who needs to get something to a particular person. Get your best secretarial voice ready – be clear, succinct, and professional. You are likely calling a switchboard, so don't waste their time. Call the number and get right to the point: "I'm calling because I need to get something in the mail to the person who is handling the (job search title/ID#) search. Can you tell me who I should send this to?" (Title/Name of person).

Step 4: Now, it is much easier to track down this information when searching a smaller company. But if you're looking at applying to a large corporation, you may find a completely different scenario. You may call the company, and be put on hold for a while only to discover they will not give out any useful information. This is when you should return to LinkedIn and again do an "Advanced" Search, but instead of searching for "People" you will be searching "Companies." Here, you would add the Location, Industry and decide how large of a company you are interested in (Number of employees).

Step 5: Keep a list of all possible contacts – start an Excel spreadsheet or use whatever system works for you – add the company name, possible contact names, position, and email/ or phone number if provided.

Step 6: FYI: In a large organization, you shouldn't reach out to the higher levels—the VP's and other upper management. Stick to those involved in the hiring process. But always search LinkedIn to see who your "shared connections" are for any person affiliated with the company for added leverage in the future.

The Direct Marketing Approach: Phone Calls and Mailings

You might have run into some roadblocks. Maybe you've been unable to get a name. This is where you need to get proactive and creative. Using LinkedIn and searching the Company website may not net you a phone number or a name, but if all else fails, put together a list of any person (not upper management) with any affiliation to HR, call the direct line for the company and get the mail codes for each person. Send your resume and cover letter to each person on that list, making sure to customize each cover letter to address each person individually. The Cover Letter should start with:

“Dear so-and-so, I’m sending you a copy of the letter I sent to the HR department. I realize this is a little unconventional, but I’m really excited about this job....”

Place these items in a 9X12 envelope and print out a mailing label for each person on your list. Priority Mail your cover letter and resume to each person on the list, making sure each is individually addressed. And then follow up, follow up, follow up!! Have your elevator speech ready to go. Make it happen—what’s the worst that can happen? You have nothing to lose – Being persistent and a little creative will get you results as fast as results can be obtained. Your job while searching for the perfect job is to execute the most effective campaign possible. Good luck!!