



special  
bonus:

how to  
have a great  
NETWORKING CONVERSATION

on the phone

Here's how to take the pressure off and make a real connection.

Don't make another call in your job search until you read this.

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that will help you get into  
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# How to have a Great Networking Conversation on the Phone

## Table of Contents

Basic structure of typical calls:	7
<b>OPENERS</b>	
Opener: Sample of a typical opening conversation.	8
Opener: They won't remember you.	9
Opener: They sound reluctant to talk.	10
Opener: You didn't stay in touch.	11
Opener: They sound busy.	12
<b>SPECIFIC REQUESTS</b>	
To meet specific people but you don't get a name	13 & 14
To meet specific people but you do get a name(s)	15
To spend some time talking.	16
To learn about an opening at the company.	17
To learn about the company.	18
<b>TALKING TO DIFFERENT PEOPLE</b>	
Sales people at your target companies.	19
Previous employees of your target companies.	20
Hiring managers (slightly gutsy version).	21
Hiring managers (slightly softer version).	22
Receptionists.	23
Executive assistants, etc.	24
Recruiters.	25
Employees (peers) of your target companies.	26
Present or past colleagues.	27 & 28
Writers, speakers, thought leaders.	29
Friends, family, neighbors, etc.	30
Ending the conversation.	31
Follow up: You talked to the person they suggested.	33
Follow up: The person they suggested never got back to you.	34

## If you're like many of us,

picking up the phone to talk to a stranger about anything can be difficult. When you're calling to talk to people about your job search, it can feel downright intimidating. In the beginning, this can be the most challenging aspect of your search strategy. It certainly was for me, and most job seekers I know.

So to help you get started—because the important thing is to get started—I've prepared samples of scripts you can use. I've covered a lot of situations you will encounter.

Once you see how these calls can be structured, and you've made a few, you'll be able to create your own scripts. Use your words and do what feels right to you.

Yes, you probably will have to move outside of your comfort zone, a little bit at a time. And you don't have to do anything that feels wrong or desperate or phony. Being yourself is perfect!

### What they didn't tell you in those networking books...

Most of the advice I got when I was in job search was to talk to people to see if they could give me a job or at least a job lead. If not, then I was supposed to go on to the next person who might have a job lead.

I don't know about you but that felt awful to me. I hated every minute and I really sucked at it. So I stopped doing what all the job counselors and

networking books told me to do. Instead I talked to successful people to get their advice. What I learned was eye-popping—and so much more fun!

Here's the secret I learned: The key to all successful networking for job search is to build relationships first, ask for assistance second, and offer to be of assistance always.

Effective networking relationships can be started in a matter of minutes. Everything else will follow from that. If you don't focus on building relationships, you'll probably end up saying what nearly everyone else says about networking for job search: "This networking stuff isn't working for me."

If you make your goal with these calls to begin creating a relationship rather than just to get what you "need" in the moment, two things will happen. First, your calls will be much more successful. Two, you will start to get the kind of assistance that will really pay off. And you just may have a great new connection that will be fruitful (for both of you) for a long time.

You are not alone if you are kicking yourself for not staying in touch with more people. The solution is to now make a commitment to stay in touch with people you like and those who help you in your job search. I've found that honesty is the best way to get past an awkward

The key to all successful networking for job search is to build relationships first, ask for assistance second, and offer to be of assistance always.

moment and start to rebuild the connection. Since all of us have neglected to stay in touch with people we eventually want to reconnect with, we can all relate. When you acknowledge the reality, it makes the conversation feel more authentic. If you do not intend to maintain some kind of relationship with the person, you may be better off not making the call. People can sense when they are being used, especially if you did the “hit and run networking call” the last time you talked to them. A lot of us have been guilty of that. You’ll be amazed at how often people will forgive that if you are honest and straightforward on this call.

You may have neglected to stay in contact with some of the people you called the last time you were out of work or the last time you needed something from them. Or perhaps you met someone a while ago with whom you seemed to click but you didn’t stay in touch.

You knew you should stay in touch, but life took over. Maybe you pretty much disappeared into your job and did not develop a plan for keeping these key strategic connections alive.

Because 80% or more of the available jobs are in the hidden job market, it just makes sense that networking is the strategy most likely to get you your next job. It's my delightful experience, and that of many of my clients, that your future jobs are likely to come to you as a result of the relationships you are building now. Stay in touch with them even after you get your new job. You just might never have to do another job search again.

Here's how that works in two simple steps:

- Network and build relationships to find out about jobs now.
- Stay in touch with people to hear about jobs in the future.

# Basic structure of typical calls:

Who you are.

How you know them, heard of them, or who referred you, or how you found them.

Do they have a moment to talk now?

State you're in job transition + tell them your brand statement (5-12 words, not your elevator pitch.)

Explain you're not calling to ask for a job nor for them to walk your resume to HR.

State what you would like to talk about, questions you would like to ask, etc.

Have that conversation.

Ask additional questions as you sense they are open to continuing the conversation.

Who else do they think you should talk to?

- Can you use their name when you call their referral?
- How do they know that person
- What is the reason they think that person would be a good contact for you?
- What do they think is the best way to get in touch with that person?

Is there any other advice/perspective/thoughts/opinion they can share?

Ask them: How can I be of assistance to you?

Reconfirm any commitments you made to each other, e.g., when you will follow up with them, etc.

End call.

# Openers

Opener:  
Sample of a typical  
opening conversation.

Max	Laurie	Things to consider
Hi, Laurie, this is Max Davis. I saw your profile on LinkedIn and am calling to see if I can get a few minutes of your time to talk.	Hi, Max.	Use the other person's name when you start the conversation. Studies show people pay more attention when you use their name.
Do you have a moment?	Sure.	Listen to Laurie's tone and anything you hear in the background. See Opener samples below.
<p>I'm in job transition and I just want to let you know I'm not calling you to ask for a job. And I won't ask you to take my resume to HR.</p> <p>I am calling to see if you could give me some advice since you are a (her title) at (company).</p>		<p>I think it's important to let her know you aren't asking her to do something that might make her uncomfortable.</p> <p>Ask for her opinion, perspective, thoughts, etc., if asking for advice feels uncomfortable for you. Remember, however, that most of us are flattered to be asked to give someone advice.</p>
<p>I am a financial services sales executive who has always exceeded my sales quotas.</p> <p>I'd love to continue to work in financial services, and wonder if you might be able to offer me your perspective on the industry, and my job search in that industry.</p>		

Opener:  
They won't  
remember you.

~NOTES~

Situation where the person you're calling probably won't remember you. Or you don't want to take a chance that you might make her uncomfortable because she doesn't want to say she doesn't remember you.

Max	Laurie	Things to consider
Hi, Laurie, this is Max Davis. It's been a long time since we last talked.	Hi, Max, how can I help you ?	
You and I met at the Financial Executives Network Conference two years ago. You and I talked about some of the challenges of being a financial executive in healthcare, and you shared some great insights. Do you have a moment?	Oh, yes, Max. I do. How are you?	Even if Laurie is sounding like she perhaps doesn't remember you, if she sounds like it is OK to talk now for a moment, it's a good time to make a rapport and memory building statement. The more connection you can make with Laurie as quickly as possible, the more relationship you are starting to build. This puts the other person at ease and increases the likelihood they will be willing to help you. So you might say something like the example to the left.
I'm great, thank you. And you?	Great. How can I help you?	
That was a great conference and I really enjoyed our conversation.  Did you get to attend the conference last year?	I did and it was just as good.	
I'm sorry I missed it. I'd love to hear about it sometime. But I do have a quick question now if you have a moment	Sure. What's up?	

Opener:  
They sound  
reluctant to talk.

~NOTES~

When you hear a little reluctance or even suspicion from the person you're calling, you can defuse it with a simple honest statement something like the following:

Max	Laurie	Things to consider
Hi, Laurie, this is Max Davis. It's been a long time since we last talked.	Hi.	
You and I met at the Financial Executives Network Conference two years ago. You and I talked about some of the challenges of being a financial executive in healthcare, and you shared some great insights. Do you have a moment?	Well, what is this about?	If you sense some hesitation from Laurie or a little suspicion about why you're calling and what you want, hold off on small talk. The small talk may be more welcomed and appropriate after you've gone through the next step.  You can usually diffuse some reluctance or suspicion from the person you're calling with a simple honest statement.
(say lightheartedly if you can)  You're probably wondering why I'm calling you out of the blue. First, let me tell you I'm not calling you for a job or to ask you to walk my resume down to HR. Is this a good time for a quick question?	OKaaaaay (a little reluctantly)	Laurie may still be wondering why you're calling so move right into the next statement.
As a financial executive I'm in job search and was calling to see if I could get a few minutes of your time to ask for <ul style="list-style-type: none"> <li>• Advice</li> <li>• Guidance</li> <li>• What she would do in your shoes</li> </ul>		

Opener:  
You didn't stay in touch.

~NOTES~

Here's a sample script for a situation where you called Laurie a few years ago for some help on something, maybe to help you find a job or something else. Then you did what most of us have done—just never followed up or called Laurie again.

Max	Laurie	Things to consider
Hi, Laurie, this is Max Davis. It's been a long time since we last talked.	Hi.	
You and I met at the Financial Executives Network Conference two years ago. You and I talked about some of the challenges of being a financial executive in healthcare, and you shared some great insights. Do you have a moment?	Yes. I remember. It's been a while since we last talked.	Be upfront about what you've done and, if appropriate, what you would like your relationship with Tom to be at this point.
I know it's been a long time since we last spoke. I'm sorry I haven't been in touch. You were helpful to me and I really appreciated that help. then life got going and I just never got back to you to follow up and thank you.  Your advice was helpful to me then, and now I'm hoping it's ok for me to ask your advice again.	OKaaaaay (a little reluctantly)	Laurie may still be wondering why you're calling so move right into the next statement.
As a financial executive I'm in job search and was calling to see if I could get a few minutes of your time to ask for <ul style="list-style-type: none"> <li>• Advice</li> <li>• Guidance</li> <li>• What she would do in your shoes</li> </ul>		

Opener:  
They sound busy.

~NOTES~

New example: Laurie is busy, at the airport, there are people in the room, she's answered on a speakerphone, etc.

Max	Laurie	Things to consider
Hi, Laurie, this is Max Davis. It's been a long time since we last talked.	Hi.	You can hear noise in the background, so perhaps Laurie is in a meeting, a restaurant, an airport, etc.
You and I met at the Financial Executives Network Conference two years ago. You and I talked about some of the challenges of being a financial executive in healthcare, and you shared some great insights. Do you have a moment?	well....(sounding distracted)	If you can sense Laurie is busy or you hear she's at an airport or there are people in the room, ask her if you can call him back later.  Sometimes people say "No, it's ok." But you can tell from the noise and/or their tone that it really isn't.
It sounds like you're busy. Is there a better time for us to talk for just a couple of minutes? <b>OR</b> What would be a better time to call you back?.	OKaaaaay (a little reluctantly)	She'll appreciate you didn't just launch into what you wanted to talk about. And if she says you can call her back, the next call is a little less awkward for both of you.

# Specific Requests

So now we've done the openings and a sample conversation. Now let's take it a little further. As often as possible, you would like to have the person you're talking to give you names of other people they think you should talk to. So here are examples where you would like Laurie to introduce you to the financial executives she knows.

**If you would like Laurie to help you meet specific people.**

The more specific you can be about what you are looking for, the easier it will be for Laurie (and everyone else you're talking to) to be able to give you what you need.

**Request:**  
To meet specific people but you *don't* get a name.

Max	Laurie	Things to consider
<p>I'm interested in exploring opportunities in the healthcare industry and am looking for finance executives who could give me some insights on the issues healthcare finance is facing as well as their thoughts on how to make this shift in my career.</p> <p>Who do you know who could give me that information or who fits this description?</p> <p>I've always thought of you as someone whose advice I value (or some other appropriate statement of what you value about Laurie—make it genuine) and someone who might know the kind of people I'm looking for.</p>		<p>Make a <b>brief</b> statement of what your situation is. Describe briefly what information you are looking for or the kind of person you would like to find.</p> <p>Notice that you didn't ask her to give you the information herself. You just asked if she knew someone who might be able to help you.</p> <p>One small change that can make a big difference here is to ask "Who do you know".</p> <p>Do not ask "Do you know anyone...?"</p>

Request:  
To meet specific  
people but you *don't*  
get a name. (Continued)

Max	Laurie	Things to consider
	<p>Gosh I don't think I know anyone who could give you that kind of information. I'm sorry.</p>	<p>If she says she doesn't know anyone who could help you, she isn't rejecting you. It's just that she doesn't know the kind of person you are seeking.</p> <p>Or she may feel uncomfortable opening up her network of contacts to you at this point. If you keep focusing on building a relationship, you may be able to convert Laurie into a great networking contact.</p>
<p><b>You:</b> OK, thanks. Is there any advice you could give me on what my next steps should be? <b>OR</b> Is there any advice you can give me on how I might find.... <b>OR</b> What would you do if you were in my shoes?</p>		<p>Regardless of what Laurie offers you at this point, be sure to follow the script for ending the call and for following up as appropriate. You want to spend time with those who are willing to be helpful, but keeping some kind of relationship with Laurie could pay off down the road. You just never know.</p> <p>But don't push on this call to make that happen. You have lots of ways to stay in touch with Laurie and develop the relationship as much as possible over time.</p>
<p>I really appreciate your time anyway.</p> <p>And if there is any way I could be of assistance to you, please let me know.</p> <p>Take care, Laurie.</p>		<p>If Laurie just seems eager to get off the phone, take this approach to end</p> <p>This isn't the end of my trying to create a connection with Laurie. I would still do the follow up after this call. I want to give Laurie every opportunity to be in my network!</p>

Request:  
To meet specific  
people and you *do* get  
a name(s).

<b>Max</b>	<b>Laurie</b>	<b>Things to consider</b>
<p>I'm interested in exploring opportunities in the healthcare industry and am looking for finance executives who could give me some insights on the issues healthcare finance is facing as well as their thoughts on how to make this shift in my career.</p> <p>Who do you know who could give me that information or who fits this description?</p> <p>I've always thought of you as someone whose advice I value (or some other appropriate statement of what you value about Laurie—make it genuine) and someone who might know the kind of people I'm looking for.</p>		<p>Make a <b>brief</b> statement of what your situation is. Describe briefly what information you are looking for or the kind of person you would like to find.</p> <p>Notice that you didn't ask her to give you the information herself. You just asked if she knew someone who might be able to help you.</p> <p>One small change that can make a big difference here is to ask "Who do you know".</p> <p>Do not ask "Do you know anyone...?"</p>

**Request:**  
To spend some time  
talking.

If you're [calling to get an informational interview](#) with Laurie (to do on the phone or in person) so you could learn more about her company, industry or function. This isn't quite the call to use when you are calling because there is a job at the company you're interested in.

The purpose of these calls is to get great information that other candidates won't have about the company, industry or her function, to get additional contacts inside or in other companies that you can call. Be sure to have a couple of the questions you'd like to ask ready. Laurie may ask specifically what you would like to know. You may even end up having that conversation on this call.

Max	Laurie	Things to consider
<p>I am in job search but again, I'm not calling you to ask for a job. I would love to get a few minutes on your calendar to discuss the challenges of being a financial executive in healthcare. I'd like to work in the healthcare industry and want to get more familiar with the challenges so I can determine how I can help my next company be successful.</p> <p>I'm wondering if you would be open to spending just a few minutes with me to give me some information (share your insights, give me some perspectives, etc.)</p> <p>Could we set up a time where I could come by for a few minutes to get your advice?</p>	<p>I guess that would be ok. Sure.</p>	<p>Make a <b>brief</b> statement of what your situation is. Describe briefly what information you are looking for.</p> <p>Note: this is not the time to give Laurie your 4 minute explanation of what you've done for the last 10 years in your career, what you are looking for, and that long list of what makes you just right for any job in the industry. Save that. Laurie will appreciate the fact you spared her the sales pitch.</p> <p>Stick to the purpose: to get Laurie to spend a few minutes to give you some insights and then introduce you to other people you want to meet.</p>
<p>I really appreciate that. What's the easiest way for you to get that scheduled?</p>	<p>I've got my calendar open.</p>	<p>What to do if Laurie doesn't have any available time either because she is really booked or just doesn't want to take the time.</p>
	<p>I just don't see any open time on my calendar for the next several weeks.</p>	
<p>I totally understand. Who else do you think I should talk to for some advice?</p>	<p>You might try David Lilly at Davis Healthcare. I can give you his number.</p>	<p>If you really wanted to talk to someone in the company, after getting details about who David is, how Laurie knows him, and how best to contact him, ask if there is anyone in the company she thinks you should talk to.</p>
<p>That would be great. I really appreciate it. And can I call you in a few weeks to see if your life might be a little less booked?</p>		

**Request:  
To learn about an  
opening at the  
company.**

This script is for a call to Laurie because you have seen a job opening in her company and would like to get more information. Of course, it would also be nice if Laurie decides to really help you by referring you to the hiring manager or other people in the company as well.

But your goal is really to learn about the company especially as it pertains to the open position. Any information you gather will probably be information other candidates do not have, and so will enable you to really stand out in the interview.

Your second goal is to get Laurie to give you her thoughts on what is the best thing for you to do next relative to the open position, and to refer you to someone else to talk to if she feels comfortable doing that.

Max	Laurie	Things to consider
<p>I'm wondering if you would be open to spending a few minutes with me. I'd like your advice and thoughts about the XXX opportunity I understand is open at (Laurie's company).</p> <p>I would value your opinion (if you know them well enough to say that honestly). <b>OR</b> I'm just looking for some insights so I can tell if it might be the right opportunity for me and if I might be the right person for that position.</p>	<p>I guess that would be ok. Sure.</p>	<p>Make a <b>brief</b> statement of what your situation is. Describe briefly what information you are looking for.</p> <p>Note: this is not the time to give Laurie your 4 minute explanation of what you've done for the last 10 years in your career, what you are looking for, and that long list of what makes you just right for this job. Save that. Laurie will appreciate the fact you spared her the sales pitch.</p> <p>Stick to the purpose: to get Laurie to spend a few minutes to give you some insights and then introduce you to other people you want to meet.</p>
<p>I have a few questions.</p>		<p>In addition to your questions, some good questions to ask might be: What do you think it will take to be successful in this position? What do you think the major challenges will be? Internally and externally? What is the most important thing for the new person to accomplish right away? What is the most important skill or experience the new person should bring? What makes this position important to you?</p>

Request:  
To learn about the  
company.

~NOTES~

You might also be calling to see what it's like to work where Laurie is working because it's one of your target companies.

Max	Laurie	Things to consider
<p>I'm wondering if you would be open to spending a few minutes with me. Your company is one I've always admired and it's on my short list of companies I'd like to know more about.</p> <p>I would value your opinion (if you know them well enough to say that honestly). OR I'm just looking for some insights so I can tell if it might be the right company for me and if I might be a good candidate for future positions.</p>	<p>I guess that would be ok. Sure.</p>	<p>Make a <b>brief</b> statement of what your situation is. Describe briefly what information you are looking for.</p> <p>Note: this is not the time to give Laurie your 4 minute explanation of what you've done for the last 10 years in your career, what you are looking for, and that long list of what makes you just right for this job. Save that. Laurie will appreciate the fact you spared her the sales pitch.</p> <p>Stick to the purpose: to get Laurie to spend a few minutes to give you some insights and then introduce you to other people you want to meet.</p>

# Talking to Different People

Talking to:  
Sales people at your  
target companies.

## ~NOTES~

How to talk to a sales person in your target company. Use the appropriate openers and closers.

Max	Sales Executive	Things to consider
<p>I am impressed with your products/service/reputation. It would be wonderful to be part of a company that has accomplished that.</p> <p>Who would you suggest I talk to with just a few quick questions about the (your function) team?</p>	<p>I think you could talk to the (appropriate title/level), James Goodwin.</p>	<p>Sometimes it is a good idea to start with a sales person, regardless of your function. Sales people are usually friendly and willing to spend a little time with you sharing their knowledge and perspective.</p>
<p>That would be great. What do you think would be the best way to get just a couple of minutes on his calendar?</p>	<p>He's usually in the office early in the morning.</p>	<p>Get as much info about the best way to contact their suggested person as possible. The more info you get, the more likely you'll be able to get a conversation with your new target contact.</p> <p>Get the name of the contact's assistant if possible. It always pays off to create a relationship with the gatekeepers.</p>
<p>Would you mind giving me his direct number? Does he have an assistant who might answer the phone?</p>		<p>Unless the sales person says it's ok to tell James they gave you his number, I would not ask for permission to do that.</p> <p>Mentioning someone's name has a bit of a "recommendation" attached to it. That might be inappropriate for this situation.</p> <p>If the person you're talking to says to let James know he told you to call, then it would be totally appropriate. Don't use your contact's name to try to get James to talk to you. When the whole story is out, neither your contact nor James will feel good about what could be considered misleading statements from you.</p>

Talking to:  
Previous employees of  
your target companies.

~NOTES~

It's easy to find people who used to work at your target companies, companies where you know there is an opportunity you're interested in, or companies where there is someone you want to get to know.

When choosing people to talk to, consider the following:

How long did they work there, what roles did they have, etc.? Would they have been in a position to be able to give you a useful perspective?

How long ago did they leave? Companies can sometimes change significantly and quickly, e.g., when a new management team comes on board, when there have been major issues, etc. Usually the more recently someone was at the company the more relevant their perspective.

But always bear in mind that just because someone is no longer at the company doesn't mean they are neutral and you should automatically believe everything you hear. There may have been a bad situation that left them angry and eager to share their negative view. They may be brutally honest but you will always want to try to get a sense of any hidden issues, agenda or anger.

Max	Previous Employee	Things to consider
I notice that you worked for XYZ a little while ago. It's a company I'm interested in knowing about. Would you have a few moments to give me your thoughts?	Sure. What would you like to know?	Now you can get their perspective of the company, the particular team/department you're interested in, hiring managers, etc. You can find out what skills/qualities make people successful, whether this person would recommend the company to a friend as a good place to work, what (if anything) they miss, what they liked most and least, etc. Remember to listen for any hidden issues, agenda or unhappiness with what happened to them. If you sense something, you might ask: If you had the opportunity, would you go back to work there? Why/Why not?
I really appreciate your taking the time to talk to me about XYZ and your experience there. Who do you think I should talk to at XYZ?		The question "Who do you think I should talk to at XYZ?" is preferable to asking <ol style="list-style-type: none"> <li>1. Do you still talk to someone at XYZ I should talk to, or</li> <li>2. Do you know anyone I should talk to?</li> </ol> You'll just get better results from the question I've given you.

Talking to:  
Hiring Managers  
(Slightly Gutsy version)

~NOTES~

When identifying people to talk to, my first choice would always be those at the appropriate level to either hire you or peers to those who could hire you. I'm going to give you two versions of conversations with these people. Try both, and if you wish, pick a middle ground. Do what feels like your style, and remember to step outside your comfort zone every so often. You just might surprise yourself with some great results.

Max	Hiring Manager Laurie	Things to consider
Hi Laurie. My name is Max Davis. Do you have a moment for a quick question?	OK, what is this about?	
I'm a financial services sales executive in job transition and looking for an opportunity that will be a bigger challenge. I've got an extensive track record of exceeding my sales quotas by as much as 35%. Even in down markets I was able to close sales and far exceed my quota.		Notice here that you must have some quantifiable results. If you do some research on the company and talk to people working there, you might find out more information about what is happening in your particular area. If it's truthful, you can use your results in that area to get the Hiring Manager's attention. Make this a short powerful presentation especially if it can be about something that will get the hiring manager's attention. Don't go on and on. Shorter is more powerful.
If I could demonstrate how my ability to increase sales results could be useful to you, would you be open to having a conversation just to explore this further?		Remember that no matter what approach you try, you want to be building a relationship. If the answer is no to the question, still try to build a little rapport and see if you can check back with them.  Ask who they think you should talk to—inside or outside the company. Ask how you can assist them.  Don't make these calls in a hit and run fashion. Make every call count in creating a new relationship.

## Talking to: Hiring Managers (Somewhat Softer version)

Sometimes you don't have jaw-dropping statistics to quote, or the approach above just isn't appropriate.

Max	Hiring Manager Laurie	Things to consider
Hi Laurie. My name is Max Davis. Do you have a moment for a quick question?	OK, what is this about?	
I'm a financial services sales executive in job transition. I've been working in your industry for several years. I have a track record of successful sales to large corporate clients that might be useful to add to your sales team.		As you can see, a statement about what you can add to the company will make you stand out. But if you're still formulating that statement, something like this will work. Make this a short powerful presentation especially if it can be about something that will get the hiring manager's attention. Don't go on and on. Shorter is more powerful.
If you have a need for someone who can do that, would you be open to an exploratory conversation?		Some people feel comfortable asking if they can "come in and interview" instead of the exploratory conversation. In fast moving more aggressive environments, that might be perfectly fine. In a sales environment, new companies clearly looking for strong players, etc., try that approach if it feels comfortable.  Remember that no matter what approach you try, you want to be building a relationship. If the answer is no to the question, still try to build a little rapport and see if you can check back with them.  Ask who they think you should talk to—inside or outside the company. Ask how you can assist them.  Don't make these calls in a hit and run fashion. Make every call count in creating a new relationship.

**TIP:** When networking with people at levels above you, here are some things you can "give" that can make you feel more comfortable. Remember to send a thank you, even if they didn't seem to have a lot to offer. Remember, you're probably going to want to keep this relationship even if it's off to a slow start. Consider sending something inexpensive like a coupon for Starbucks or something equivalent can make you stand out. Don't send anything expensive because it just might make the other person feel uncomfortable. Be enthusiastic (not over-the-top-telemarketer enthusiastic) but bring some energy to the conversation. You'll be remembered as a breath of fresh air and seen as someone who would be good to work with. It just might be enough for them to remember you when they hear about a new job opening.

## Talking to: Receptionists

### ~NOTES~

Gatekeepers by any title are not people to "get past." They are important to you, and should be treated like the real people they are. When you make the effort to start creating a relationship

Max	Receptionist	Things to consider
	Good morning, Beacon Financial	Use the same words (if possible) as the person who answered the phone. If they say "good morning" use those words. It's a subtle way to start building rapport.
Good morning. This is Max Davis. What is your name again (if you didn't get it or they didn't say it when they answered the phone). {their name} may I speak to Laurie, please?	I'm Veronica. What company are you with?	
I'm actually in job transition, and I'm interested in getting some advice from her. Would it be possible to talk to her for just a minute, Veronica?  Or something like: I need to ask her a couple of quick questions, etc.	She's in a meeting (or whatever).	Those who answer the general phone number will vary in how much information they have about the person you're calling, how much they are willing to share, and whether they have the authority to put any caller into voice mail when asked.  So you may need to ask a few questions to see how much assistance you can get from Veronica.  If you hear another phone ring, immediately ask "Do you have to get that phone?" If they do, they will really appreciate your thoughtfulness.
Does she have an assistant?	No he doesn't.	If
Would it be possible for me to leave a message for him?	Yes, I can put you into his voice mail.	
And before you do that, do you know what might be a good time to try to reach him today?		If Veronica says to try back later in the day, let her know you'll be calling again that afternoon. When you call:
Hi Veronica, it's Max Davis again. How are you?	Hi. I'm good. How are you?	Now you and Veronica are starting to be friends.
I'm calling as I promised. Is Laurie available?	Yes she is. Let me put you through.	When you remind someone that you are doing as you promised, they feel you kept a promise. It starts to make you sound very trustworthy.
Thanks Veronica. I appreciate that. Have a great day (week end, etc.)	You, too.	

## Talking to: Executive Assistants, etc.

Max	Executive Assistant	Things to consider
	Good morning, Laurie Goodwin's office. This is Terry Lewis.	Use the same words (if possible) as the person who answered the phone. If they say "good morning" use those words. It's a subtle way to start building rapport.  Most people include their name when they answer the phone. If not, get the EA's name.
Good morning, Terry. My name is Max Davis and I am calling to see if I can get a few minutes of Laurie's time to answer a question.  An alternative opening that often works is just: "Hi, Terry, This is Max Davis. Is she in?"	What company are you with?	If you have a referral to Laurie or know Laurie, be sure to let the EA know.
Well right now I'm in job transition and I am hoping to get Laurie's advice {opinion, counsel, etc as you prefer}.	She's pretty busy. What is this about?	Best way is to be honest. Try to build a little relationship with Terry. Just a friendly comment will make you stand out from everyone else who is trying to "get past" her.
I would just like a couple of minutes to ask just a few questions. I promise I'll be brief.  Would she have time for a quick conversation now, or would it be better to get on his calendar for later this week? What would you advise?		Asking Terry for her advice is a great way to let her know you aren't trying to just "get by" her.  Terry is no different than anyone else, and we all love to have someone ask for our advice.  Just keep asking for her assistance and advice.

If the EA is really resistant to giving you access to the executive, here are some options that may work. Try these or some variation to see if you can get the EA on your side. I've seen several instances where one of these approaches would get the EA to walk into the boss's office and insisted they take my call! That doesn't always happen, and it doesn't happen right away, but it can happen. Ask for their assistance and advice and then do what they suggest. Don't go around them unless there is no alternative.

- Can I leave him a brief voice mail to see if he would be open to talking to me?
- What would you advise me to do to see if he would be willing to talk to me?
- I'm wondering if you could help me out with this.
- If I sent him an email, do you think he would get a chance to look at it?

**TIP:** If someone has been especially helpful, write a brief note to their boss. It has to be honest, and doesn't need to be extraordinarily gushing. Make this a habit, and you'll find your way paved with special attention.

## Talking to: Recruiters

Here I would like to give you various topics/comments/suggestions. As you've probably experienced, these conversations are almost always unique, based on a variety of circumstances like whether you're talking to a corporate recruiter or one at a search firm, the status of the search, whether you've interviewed or not, etc.

So let me share some things you might want to consider adding to the conversation as appropriate. Not all of these things will work with all recruiters, but it's OK to try. You may end up with information and/or a relationship with the recruiter that other candidates won't have.

Recruiters often have a lot of information they will share with you about the position, including what it takes to be successful in their environment, what is most important for this person to do, what makes the position critical, what is the management style of the hiring manager, what are the expectations for this person in the first 6 months, etc., etc. As you create a bit of a relationship with them, see if they have time to answer some of your questions. If the recruiter has to deliver the message to you that you're not a fit, you may be making a good friend by offering to refer others who might be a better fit. Let the recruiter know you would be willing to refer others in your network for a variety of positions, so they can feel free to call you as other positions open.

When the recruiter mentions they will get back to you, you can offer to call them so they can take that task off their to-do list. Ask if it would be easier if you just call them. If they say yes, now you have permission to follow up. Be sure to find out when would be the best time to call them.

Talking to:  
Employees (peers) at  
your target companies.

~NOTES~

While I always recommend talking to people who are at the level who can hire you, talking to people who would be your peers is a great way to get a unique perspective and some insider information other candidates are unlikely to have.

Max	Laurie	Things to consider
Hi Laurie. My name is Max Davis. Do you have a moment for a quick question?	OK, what is this about?	A little research into the company or even talking to someone else at the company or a previous employee might give you some areas to ask questions about.
I'm a financial sales executive who has always exceeded my sales quota and I'm in job transition. I am interested in your company and wonder if you might be willing to give me some perspective on what it's really like to work there.	I'm certainly willing to share some of my thoughts. Sure.	Ask general questions at first so people don't feel uncomfortable sharing too much info right away. Work to build rapport. Some questions you might consider: What kind of person is most likely to be successful at the company? What made you decide to join? What are you really enjoying about the company and your position as XXX?
Since I'm interested in a sales position, can you share any information about that team?		With a little rapport, you can find out about their particular challenges, projects, situations, etc. All of which is information other candidates are unlikely to have.
Who do you think I should contact? What would be the best way to approach that person?		

## Talking to: Present or Past Colleagues.

<b>Max</b>	<b>Laurie</b>	<b>Things to consider</b>
Hi Laurie. This is Max Davis.	Hi Max. We haven't talked in some time.	If there is a possibility Laurie will not remember you, remind her when/where the two of you worked together.
We haven't. How are you?	I'm fine. Things are busy but fine. How about you?	Take a moment to reconnect with Laurie before moving into your request. This is a relationship you may want to keep!
Things are good with me also. I'm in job transition right now. I won't take a lot of your time now though I would love to catch up when we have some time. But I have a couple of questions I'm hoping you can help with. Do you have a moment now?	Sure	Obviously if Laurie indicates now isn't a good time, you can schedule a time to call back.
I was hoping to get your opinion. I'm interested in Target Company 1 and Target 2. They both have great financial services products, and as you know, I like to sell only the best. That's how I keep exceeding quotas.		A little reminder of what you do and we slipped in a little of your brand statement. Probably not necessary to do your brand statement here but use it if it feels appropriate. It never hurts to have Laurie be able to remember you via your brand statement.  Your questions could be about companies, the industry, Laurie's thoughts on what she would do if she were in job search, etc.
Who would you suggest I speak to in their sales department? Not to ask for a job but just to get more information about the company and see what they have planned.	I think John Grey who is the National Accounts Director would be open to talking to you.	Be sure to ask Laurie the four essential questions: Can I use your name? How do you know John? What is the reason you think John would be a good person to talk to? What do you think is the best way to contact him?
	Or if Laurie says: I'm sorry. I don't know anyone at those companies any more.	
No problem. If you were looking to find out about those companies, who else would you think would be a good contact.		This extra question may get you some unexpected leads.
Thank you. Just two more questions if that's ok.	Sure	
Who else do you think I should talk to about sales positions?		We are giving Laurie a chance to think of other people in other companies.

Talking to:  
Present or Past  
Colleagues. (Continued)

<p>And my last question. How can I be of assistance to you?</p>	<p>Thanks, Max. I think I'm good for now.</p>	<p>Always ask this question so Laurie knows you're not just interested in yourself.</p>
<p>I really appreciate your time, Laurie. I'd like to stay in touch if that's ok.</p>	<p>Sure. Let's do that.</p>	<p>If Laurie is someone who seems to know a lot of people or is very eager to lend assistance, you might want to set up another call or a coffee meeting.</p> <p>Otherwise, make sure you have her email address, phone and the best way to stay in touch.</p>
	<p>Why don't you send me your resume, Max? If I hear of something I will forward it on.</p>	
<p>That's very nice of you Laurie. I appreciate that. If you don't mind, I'd love to have you just call or email me when you hear of something so I can perhaps have a conversation with the hiring manager.</p> <p>Would you mind doing that? That way you wouldn't have to go to the trouble of sending my resume.</p>	<p>Oh, that's great. I will be happy to do that.</p>	<p>I know most job seekers (including me at the beginning) loved nothing better than sending their resume off to a networking contact. Tempting! But I've found that rarely pays off. What is usually more effective is to have Laurie call/email you when she hears about something. You don't want Laurie to be the one sending your resume off to someone you don't know. If you don't have their contact info you won't even be able to contact them or follow up.</p> <p>Better that you get Laurie in the habit of thinking of you and calling you when she hears about things. Then you can take it from there.</p> <p>This approach actually gives you more control, and makes it easier for Laurie. This process will work for the rest of your career and relationship with Laurie, not just for the next job.</p>

Talking to:  
Writers, speakers,  
thought leaders.

<b>Max</b>	<b>Laurie</b>	<b>Things to consider</b>
<p>Hi Laurie. This is Max Davis. I was at your presentation on challenges that will face financial services firms as a result of the new Washington oversight bill.</p> <p>I thought I had an idea of what was coming as a result of that legislation, but you laid out so many things I hadn't even thought of.</p> <p>You really did a great job of explaining a difficult subject and certainly got me thinking.</p> <p>I wonder if you might have just a moment for a couple of questions.</p>	<p>Hi Max. I'm glad you liked my presentation. I do have a little time now.</p>	<p>Make sure you have something meaningful and honest to say about their work. Display genuine appreciation, excitement, whatever you feel.</p> <p>These people want to know their work has made an impact. Don't be afraid to let them know it did and how it did.</p> <p>Of course, if Laurie doesn't have time now, you will get another time on her schedule.</p>
<p>I'm a financial sales executive who has always exceeded my sales quota and I'm in job transition. I really want to stay in financial services, even after all the points you made!</p> <p>So I'm wondering...</p> <p>OR</p> <p>I'd like to ask...</p> <p>OR</p> <p>I'd like your opinion on....</p>		<p>Now ask her your question. It could be: to follow up on an interesting point she made (if that will help you in your search—perhaps give you an inside edge with info other candidates won't have),</p> <p>Ask for the contact info for someone she mentioned in her presentation,</p> <p>If you could have a few minutes to get more of her thoughts (again, could make you a standout candidate with some great info to share in networking, interviews, etc.)</p> <p>You get the idea. Build some rapport as you go as much as you can.</p>
<p>I really appreciate your time and insights and advice.</p> <p>Who else do you think I should talk to?</p>		<p>I recommend always asking this question, no matter what else has happened.</p> <p>You just never know.</p>
<p>I just have one more question that is very important to me.</p> <p>How could I be of assistance to you?</p>		<p>Same comment as above! You just never know so always ask this question. You just might be building a great relationship.</p>

Talking to:  
Friends, family, neighbors,  
people in line at the grocery  
store, etc.

Typically, one of the first things job seekers do as they launch their search is to email their resume to all their acquaintances, with the note "Please let me know if you hear of anything I might be interested in or might be appropriate for me."

Two realities:

1. People would love to help you.
2. They almost never can help you when that's how you ask for help. Even if they understand what you do (and most of them probably do not) how do they know what would be appropriate or of interest to you? This request leaves the work up to them. By following the script below, you will get more contacts to talk to. They will still think of you if they hear of something, but in the meantime, you've got another contact to meet!

Better to first try to talk to them rather than just email your resume, especially if you haven't talked to someone for a while. Try to re-establish the relationship first. Then make a specific request, as in the example below.

<b>Max</b>	<b>Laurie</b> (a family member, friend, neighbor, member of Max's gym, fellow church goer, etc.)	<b>Things to consider</b>
Hi Laurie. Nice to see you again. Do you have a moment for a quick chat?	Hi Max. Sure.	A live conversation (in person or on the phone) will help Max establish or build on an existing relationship. An email exchange makes that much more difficult, and often it takes much longer if you rely on email communication only.
I wanted to touch base and see how things are going. And to share some news.	I'm well. What's new with you?	
I've just started a job search. I'll be looking for a sales position in the financial services industry. Can I ask you a question?	Gosh I didn't know you were looking for a job. How can I be of assistance?	
I would love to talk to anyone you know who works in the financial services industry— companies like X, Y, Z or any others you might know. Who would you suggest I talk to?	I think I might know some people you could talk to.	Let's give Laurie a specific request so she can start thinking about who she knows in your industry, function or target companies.

# Ending the conversation.

## ~NOTES~

As appropriate and depending on what happened on the call.

- This might be the place to have a brief catch up or rapport building conversation if Laurie seems open.
- You may make an appointment to have a further conversation with Laurie.
- If Laurie referred you to other people, thank you again and promise to let her know how things go with what she shared and/or suggested.
- Honestly let her know you appreciate her time, perspective, etc.

<b>Max</b>	<b>Laurie</b>	<b>Things to consider</b>
<p><b>Before you hang up:</b> No matter how the call went: I'm glad we had a moment to chat. Just one more question: Is there anything I could help you with?</p>		<p>When network to build a relationship--truly making connections--then it becomes a two-way street.</p> <p>When you ask this question, you instantly move closer to the "friend" category. This question makes you stand out from most job seekers.</p>

Depending on how the call went, an email with a “thank you and glad we connected (or reconnected)” might be appropriate.

Make sure to include a link to your linkedin profile, your visual cv (even if she didn’t ask), your blog, etc.

I know most job seekers (including me at the beginning) loved nothing better than sending their resume off to a networking contact. Tempting! But I've found that rarely pays off.

What is usually more effective is to have Laurie call/email you when she hears about something. You don't want Laurie to be the one sending your resume off to someone you don't know. If you don't have their contact info you won't even be able to contact them or follow up.

Better that you get Laurie in the habit of thinking of you and calling you when she hears about things. Then you can take it from there.

This approach actually gives you more control, and makes it easier for Laurie. This process will work for the rest of your career and relationship with Laurie, not just for the next job.

Create a relationship with her, keep developing it, and she will think of you when opportunities arise.

And remember that sending an unsolicited resume is not networking – even though it's tempting!

Decide how you are going to stay in touch. Be realistic and be consistent. Social networking makes staying in touch so much easier but you still need to be consistent.

This could be the beginning of a great relationship that has wonderful and unexpected benefits for both of you.

Follow up:  
You talked to the  
person they suggested.

<b>Max</b>	<b>Laurie</b>	<b>Things to consider</b>
Hi Laurie. It's Max. I wanted to give you an update on my call with Sally whom you suggested I call. Do you have a moment?	Hi Max. Sure.	This call shows Laurie how much you valued her time and suggestion. If you do this, you will stand out in the hidden job market. Most job seekers never get back to the person who helped them to let them know what happened. And to thank them again!
I just have to tell you how much I appreciate your referring me to Sally. She was wonderful, and as helpful as you said she would be. I got a lot of great information and more contacts from her. So thank you.	I'm glad that worked out. You're welcome.	Laurie may have other people for you to contact to so if it feels comfortable, ask her the next question.
Do you have any other thoughts or advice?	I do have someone else for you to call now that you mention it.	Laurie may be even more willing to refer you to others now that you've demonstrated you're a professional networker and done the rare thing of getting back to her.
Thank you again. We're going to celebrate my new job! And before I go, one more question. How can I be of assistance to you?		Mention something about your new job and celebrating with Laurie, thanking her, etc. She is now starting to feel a part of your search! And of course the magic question is helping to create a real networking relationship between you and Laurie. Don't lose contact with Laurie.

Follow up:  
The person they suggested  
never got back to you.

Max	Laurie	Things to consider
<p>Hi Laurie. It's Max. I wanted to give you an update on my call with Sally whom you suggested I call. Do you have a moment?</p>	<p>Hi Max. Sure.</p>	<p>This call shows Laurie how much you valued her time and suggestion. If you do this, you will stand out in the hidden job market. Most job seekers never get back to the person who helped them to let them know what happened. And to thank them again!</p>
<p>I just have to tell you how much I appreciate your referring me to Sally. I was never able to connect with Sally. We just kept missing each other. We did set a time to talk but when I called, she had left the office. I hope she's OK. I'm sure she had so much on her plate....so no problem.</p> <p>I'll try her again in a few weeks perhaps.</p>	<p>I'm glad that worked out. You're welcome.</p>	<p>Briefly recount what attempts you made to contact Sally and the result without throwing Sally under the bus. Be understanding about whatever it was that kept Sally from getting back to you. Recognize that Laurie may be a little embarrassed that Sally did not get back to you.</p> <p>Laurie may have other people for you to contact to so if it feels comfortable, ask her the next question.</p>
<p>Do you have any other thoughts or advice?</p>	<p>I do have someone else for you to call now that you mention it.</p>	<p>Laurie may be even more willing to refer you to others now that you've demonstrated you're a professional networker and done the rare thing of getting back to her.</p>
<p>Thank you again. We're going to celebrate my new job! And before I go, one more question. How can I be of assistance to you?</p>		<p>Mention something about your new job and celebrating with Laurie, thanking her, etc. She is now starting to feel a part of your search!</p> <p>And of course the magic question is helping to create a real networking relationship between you and Laurie. Don't lose contact with Laurie.</p>

Good luck and enjoy!  
Thank you!

*Ratherine*