

The Direct Approach

This is the second in the Initial Contact series.

Initial contact – This can happen in a number of ways and each is equally important. You only get one shot, so make it count:

Direct approach – Part time or permanent jobs it's a tough market out there especially for the 15 to 30 age group. There is nothing wrong with just walking in of the street and pitching for a job advertised in the window, paper or just the good old cold call! Don't go in before you think about what they are looking for. What do they want the person to do or achieve and what have you got to offer them? Check them out and think about the business. What do they sell what do they do? Watch the customers going in and out, are they young or old? Is it a process job or service orientated? Get your brain and mouth into synch and then go in and make your pitch. You'll have around 60 seconds to grab their attention and make a favourable impression. If it is a more formal business, the receptionist will try to block you, it's her job. So make a telephone call find out the managers or owners name. Then walk in and say "Good morning its James Lynch for Mr. Brown" that is an assumptive statement, which then makes the receptionist think you have a established relationship with Mr. Brown. Works on the telephone as well, especially at lunch time when the regular receptionist is off.

Networking through friends/associates, is a great way to go, because you are taking control of your future and showing initiative. Remember 60% of jobs are never advertised! Target four to six similar businesses and do your research. Then try and make contact at the highest level and if necessary, work down. Don't start low and try to work up the hierarchy. There is always an opening or an opportunity, if not now, later. It's just a matter of timing and perseverance. (See blog #7 on Networking for more information)

They will usually be busy or say no opportunities at the moment. So always have your targeted resume with you! Leave a copy with them and ask when it would be convenient to follow up if they are busy. Or just log them for a monthly call, to see if any opportunities are coming up?

Even offer to do a voluntary work placement if you are a graduate, for say a week.

NBI Do not get sucked in with doing endless work placement or internships for no pay. Some firms tell you that you are gaining good experience and it will look good on your CV. True, but the truth is they are ripping you off. Some firms are even charging you for the privilege of doing an internship. It would need to be a very high profile firm, with a structured internship program with some prospects of employment. Or for a say a month and it will look outstanding on your CV!

Good luck in your next interview, James E Lynch