

THE EXTRA POINT

BY JERRY ROBERTS



7 Job Application 2.0

The way to apply for a job, 2.0....I'm Jerry Roberts and we get into that, next, on The Extra Point.

Applying for a job, 1.0. See the ad or online listing, put your resume together, add a snappy new photo of you, either file it online...or drive down to hand it to the HR folks yourself. Then, wait for them to hopefully call you for an interview.

If they do you answer all their questions, and maybe ask a couple about the compensation and benefits, and then hope they call you back in for a second interview.

You and 20 others who did the same. Pretty much it, right? My question...what did you do to differentiate yourself from all the rest, to push yourself to the top of the pile?

Here's another way to do it. No worries, we're just going to add a couple of steps.

1. If the company requires the applications and resumes to be filed online, do that. Then, print out a couple of copies, and settle in for a little homework.

2. Look them up online. Have at least a basic knowledge of what they do, what they sell, who their customers are, and what they say makes them special. Not just the first page on Google. Dig a little.

3. Do you know somebody who works there or somebody who knows somebody who works there? Find out who the manager is for the department you'd be working in.

4. Take those two copies of your application and resume you printed and go to the company. Ask to see that department manager. No phone calls here because if they ask you why you're calling and you tell them,

they'll likely refer you back to the HR department.

If you meet the manager don't ask about the money...instead focus on job responsibilities, and ask point blank what their expectations are, what success will look like, and if you're the one selected, are they're willing to work with you to exceed those expectations? When you're done, leave the manager a copy of the application and resume, and deliver the other one to the HR department, telling them, "Oh you know, technology breaks down once in a while, and I wanted to make sure you got my package."

Hopefully, the department manager will be so intrigued by your visit that he or she will contact HR and give them a heads up about you.

5. When you get your interview and after you've answered all their questions, pull out your list of questions, including some based on your newly discovered knowledge of the company. They interview you, you interview them. Do well here and it should help to separate you from the pack.

Will most people do this? Nope. That's why it can work for you.

And frankly, there's a lot more to it but for most people, doing this will make a difference.

That's The Extra Point. Get out there and make something good happen today. For 93.3, I'm Jerry Roberts.

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