



MODULE 14

Samples to Recruiters and Companies

Sample Recruiter Letter- Email 1

Mr. XXX
Cornerstone International Group- Vancouver

Dear Mr. XXX:

YYY of ZZZ suggested I contact you. I am a _____with 15 years of experience in international organizations seeking a role as _____.

My background includes managing_____ and _____ functions. My strong organizational and analytical skills have resulted in a proven track record in _____ and reducing _____. I have a B.S. degree in _____ and a certification in_____. Enclosed for your review is my resume.

Since I am conducting an extensive outreach campaign, I would appreciate your willingness to contact me prior to presenting my resume to any of your client companies.

Please feel free to contact me on my cell phone at _____.

Yours truly,

XXX
Email: _____



Sample Recruiter Letter- Email 2

Dear Mr. XXX:

Should you be conducting a search for a senior operations / financial executive, I would be interested in meeting with you to explore how my skills and abilities might match your client's needs.

My core competencies include:

- Business Process Improvements
- Mergers/Acquisitions/Divestitures
- Initial Public Offerings
- Strategic Planning
- Systems Implementation

My compensation requirements are in the \$160k range; I would prefer to consider local opportunities at this time. I understand, of course, that my resume or credentials will not be circulated to any potential employer until we have discussed the opportunity.

I attach my resume for your review and would welcome an opportunity to elaborate on my background. My telephone number is _____.

Yours truly,

You

www.linkedin.com/in/you



Sample Recruiter Letter- Email 3

Dear XXX:

My colleague, YYY, referred me to your firm. YYY speaks very highly of you and your team and thought it would be beneficial for the two of us to meet.

I am currently seeking new opportunities in North America and am targeting executive-level positions (VP, Director, or similar) in Technical Operations, Product Development, or Program Management. I am most interested in roles bringing new products from concept through commercialization, and leading transitions of development, manufacturing, and sourcing to other parts of Asia leveraging the extraordinary competitive advantages of using partners to perform non-core functions in engineering and manufacturing. My attached resume provides details on my background in operations and product development.

My strengths include:

- Building strong cross-functional and cross-cultural teams and leading them to achieve new products and continuous improvement in total revenue and margin.
- Bridging the gaps between Marketing, Sales, Key Accounts, Manufacturing and Technology to ensure the company gets the product defined and built right the first time.
- Forging strong working relationships and strategic alliances with development and manufacturing partners and subcontractors in China, and across Asia.
- Establishing new product lines and business units and turning around existing operations.
- Effectively managing engineering, program and manufacturing organizations.

My family and I are very committed to North America and have a strong preference for remaining in the area. My most recent compensation was \$225,000 with a bonus plan, benefits and other considerations.

Please do not hesitate to contact me by phone or email as I can provide more information.

Sincerely,

XXX

xxx@gmail.com

86-139XXXXXXX

www.linkedin.com/in/XXX



Contacting companies directly

Another job search method available to you is directly targeting and contacting companies. The passive approach is to simply locate their sites and post your resume into their databases or respond to their job listings.

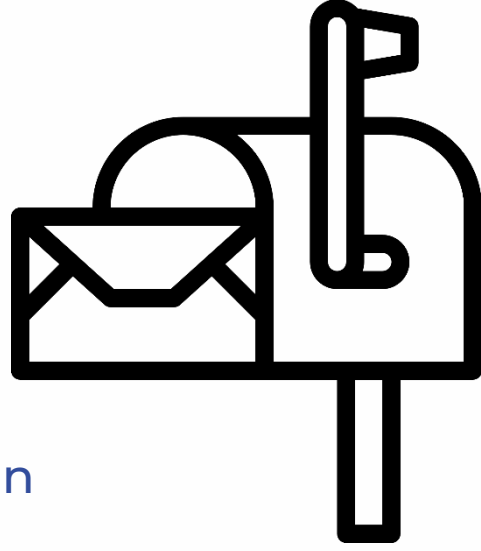
To convert the process into an active approach, you will be contacting hiring managers directly while working toward building relationships with managers and others in the company who may be helpful to you in the future. In doing so you reach organizations where your referrals have been unable to lead you and can help you prospect hidden jobs in a variety of locations.

Your goal in approaching companies is not an immediate job interview but a foot in the door. You want to meet with prospective employers to put yourself in line for jobs that are available now or are about to become available. To do this, you need to find out exactly what organizations need and what you can offer them. You can then approach organizations and demonstrate your ability to solve their problems. It takes some effort, but these activities can open doors.

As with networking discussed previously, the process begins with an in-depth analysis. You will need to spend time researching to find organizations in need of help and identifying managers in your area of interest. Read between the lines to try to find a problem/need you can address. For example, if you are in sales, look for low growth areas you could develop.



Direct mail campaign



Approaching prospective employers by mail is called a direct mail campaign. You are promoting yourself by mail and reaching out to an appropriate decision maker at a target organization with the goal that he or she will grant you a meeting. You cannot expect much success from a mailing if the wrong person receives it. Do your best to determine who should receive your mailing at each organization—usually the head of your discipline at the firm.

A detail LinkedIn search of the head of your discipline at the firm is also not difficult. Do not address your letter to the head of human resources unless you are looking for a job in that functional area.

Follow up is critical to the success of a direct mail campaign. Be proactive and call the decision maker to set up a meeting. In doing so, you turn what could be a passive method into a more active one. Tell the receiver that you want to explore how your skills and experiences can help with any organizational challenges they may be facing. Present as a problem solver, not a job seeker.

The marketing letter

Your primary communication tool in approaching companies directly is the marketing letter. It combines the strong points of a cover letter and a resume in one document. Therefore, do not send a resume with a marketing letter. You can expect a three to four percent response rate from marketing letters

15% or less of all jobs are obtained through contacting companies directly.

Two types of positions are available when you contact companies directly:

- A current opening is a position which is vacant and needs to be filled.
- A created opening is a position yet to be established. A new job may be created once the company recognizes how you can make a meaningful contribution.

Action plan for approaching companies directly:



Develop a target list
of organizations



*Research the industry
and organizations*



Write a superior marketing letter



Send the letter to the person
in the hiring position



Follow up when you said you would to
set up a meeting

Stay focus on your job search goals



Schedule your time

The important thing is to schedule your time according to the effectiveness of each method.

Personalize your contacting

Employers hire people, not resumes or letters. Look for opportunities to meet face-to-face with potential employers. When this is not possible, at least make contact by telephone. Your goal is to reduce any barriers that exist between you and the person doing the hiring.

Utilize technology to your advantage

There are many additional resources to assist you in promoting your professional brand to keep you visible to prospective employers. By utilizing social media including LinkedIn, Facebook, Twitter along with RSS Feeds and Bluesteps, you will be able to build your network of contacts much more quickly, learn of job opportunities before they are advertised and access important company information to assist you in communicating your value during interviews. Remember, if you don't have an online presence in today's job market, your lack of visibility may have a detrimental impact on your search in terms of time and the potential number of contacts you make.

Keep “playing until you win”

Finding a job is a numbers game; the more people you contact, the sooner you will find a new position. Regardless of the ups-and-downs, keep going until you have an offer. Avoid the tendency to sit back and wait for what appears to be a promising opportunity. You never know where your job is going to come from.

Set aside time each week to formulate goals for the week and review the progress you made during the prior week.

Check again your goal-setting form

Make copies of this form and use to plan how you will spend your time job searching each week. Remember to divide your efforts according to the probable results each method offers:

- Respond to ads (5% to 15%);
- Recruiting agencies (10% to 20%);
- Approaching companies (5% to 15%); and
- Networking/locating a bridge (70% to 80%).



Networking/locating a bridge

Approximate time/week: 28 to 32
hours Networking contacts I will call
are:

[illegible]

Responding to ads

Approximate time/week: 2 ½ to 7 ½
hours Sources of ads I will investigate
are:

Working with recruiting agencies

Approximate time/week: 5 to 10 hours
Agencies I will contact or visit are:

Approaching companies

Approximate time/week: 2 ½
hours Companies I will contact this
week are:
