

BACK ON TRACK NETWORK, INC.
MR. ROGER TROMBINO* PRESENTATION
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INSIGHTS ON WHAT EMPLOYERS LOOK FOR WHEN SEEKING EMPLOYEES.
WHAT CHANNELS DO EMPLOYERS USE TO GET JOB CANDIDATES.
THE INTERVIEW PROCESS.

A- Steps you should take to find a new job

- Let people know that you are looking for work
- Ask for referrals
- Talk to family and friends
- Be specific on the type of work you are looking for
- Basic principle, talk face to face with people
- Expand your Universe
- Go to trade shows
- Go to professional meetings
- Go to monthly meetings
- Search for organizations you might be interested in and join them

Communicate with colleagues, professionals you've had a business relationship with such as bankers and doctors, and anyone else in your network that can be of help. Contact people in your industry.

Make an effort to meet people face to face. Our expressions are very important. Be positive and show interest in the company and the people that you're talking to. We have more muscles in our face than any other part of our body.

B- How do companies find new employees

Most jobs are not advertised:

- 70% of the jobs are never advertised, they are filled by referrals from company employees.
- 5% to 10% of the jobs are placed using agencies, executive recruiters and head hunters. Companies use recruiters specialized in fields such as accounting, finances, engineering, etc.
- 5% to 10% of the time the company uses internet job postings such as Monster and Career Builder.
- A very small percentage of positions are filled out with individuals that make direct contact with the hiring manager.

C- How to make an effective resume

- Customize your resume to the specific position you are applying for.
- Make a general resume with all your accomplishments then pick and choose items to tailor your resume for each specific job. Take key words from the industry. Be honest.
- Use your latest experience. 10 year old experience is not relevant.
- Do not write a chronological resume.
- Write in the resume what you have done that is relevant to the job.

D- Interviews

- Find out about the company, research their website.
- Be able to talk about your experience and how it relates to the job. Know your skills set.
- Do a little work. Find out who the right person is. Send your resume and follow up with a phone call and request a personal meeting.
- Talk about your specific skills how do they relate to the position.
- Companies hire people because they have a problem that needs to be solved. Give an example of how you have solved a similar problem in the past. Offer yourself as a solution to the company's problem.
- Women should dress very conservatively; ready to work, ready to do business.
- Men should dress professionally, as sharply as possible.
- Indicate your interest in the job.

- Example of the best interview:

Years back, a Project Manager sent Roger his resume via e-mail. He listed his experience and what he had accomplished in his last job. It was exactly what Roger was looking for to solve his problem. He got the interview and explained his accomplishments on his last job as a project manager; He finished ahead of schedule. He came at the right time with the right solution for Rogers' problem. He got hired shortly after and has been with the company ever since.

- Example of the worst interview:

Roger interviewed a lady referred by someone. He asked what you would like to do. She told him that she will do anything. She will do any type of work. That she will learn anything, and that she was a fast learner. She mentioned that if she could not do the assignments she will ask her husband to help her finish the job at night.

E- Recommendations

- You must be specific about what you are looking for. What job you are interviewing for.
- What your current and transferable skills are.
- Don't confine yourself to any specific industry.

Quote of Johnny Carson's 1980 commencement speech at Harvard University:

“Prescription for a guaranteed life of misery”

- 1- Ingest chemicals to change your mood.
- 2- Envy your neighbors and coworkers.
- 3- Resent indignities we all suffer from.

Roger remembers a speech by Michael Jordon in which he mentioned carrying resentment all his life for his school coach. It made him think less of Michael Jordan, a man he had great admiration for.

Charlie Munger partner of Warren Buffett added the following 3 items to Carson's misery prescription:

- 1- Be unreliable.
- 2- Don't learn from other peoples mistakes.
- 3- If you fall down don't get up.

Every human being has been down in his life. Regardless of what it is, we've all had disappointments and resentments. You need to get up. Don't dwell in self pity. Don't sit behind your computer looking for a job, communicate face to face. On the telephone, have good pitch, expression, and emotion. Volunteer for an organization you like; you will meet people this way and will make opportunities for referrals.

Remember that you are not defined by your job. There are other priorities in life.

At the beginning of his career, Roger was asked the following question by a recruiter: “What would you like to be written on your tomb stone?” It took him by surprise then he answered, to be recognized as a hard working person.

His answer today would be, “Loved husband, father and friend.”

F- Q & A;

- 1- What should I say on a cold telephone call to the hiring manager?
Call the manager and if he does not answer leave a one minute message on the voice mail. Be friendly, intelligent, confident, and mention your skill set.
For Example: The reason for the call is to introduce myself. I have x number of years of experience in a specific field. I would like to send you my resume for your evaluation and would like to arrange a time to meet with you.
Research the company and call the head of the department, the hiring manager. Do not call HR. Chances are that you will be screened out.
 - 3- Should I send a cover letter with my resume?
The cover letter is a good idea. A good cover letter never hurts. The HR department goes through the resume very quickly. Sometimes a computer does the screening out many times looking for key words. If they are not there your resume will be eliminated.
 - 4- How should I contact a company that I am interested in?
Call the company and try to get the name of the manager of the department you are applying to. Call that person and tell them that you sent your resume and that you'd like to set up an interview with them.
 - 5- I am a teacher and want to change careers. How can I do that?
You have a skills set. Teachers deal with parents and students and prepare materials and assignments. List the skills you use in order to teach. Read job postings to see the skills they need and use them to evaluate yourself. You could work with HR where your skills can be transferred to. Your skills set are the things that you do.
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