

JOB-SEEKER ADVICE 2015

GARY A. CLUFF

Many folks have heard me advise new job seekers to “get your body there before your resume.” My experience has proven that people who meet face-to-face before the resume is presented have a better chance of winning an interview than those who simply send out resumes. Why? It’s natural for us to develop a relationship (hopefully positive) with each person we meet. If you hit it off with a potential employer or recruiter, they are far more likely to take the next step to consider you for employment.

An informal meeting with a new contact allows an exchange of information. When the subject of your job search arises, the give-and-take is as much driven by you as it is by the other party. Questions can be answered, and objections can be overcome. None of this can happen when the employer’s first exposure to you is the reading of your resume.

Bottom line – get out there and network. Meet and engage with new people wherever you go. You never know when or where the right connection will occur.