

# CAREER POTENTIAL<sup>SM</sup>

TAKE CHARGE OF YOUR CAREER

## YOUR CAREER ADVOCATE

Volume Ten, Issue Eight – November 2014

**YOUR CAREER ADVOCATE is the FREE monthly e-newsletter published by Career Potential, LLC to help you take charge of your career, create the work you love, and earn what you deserve!**

### This Month's Content

- [This Month's Feature Article](#)
- [You're Invited – Two Career Success Events](#)
- [Special Bonus Audio – For Subscribers Only](#)
- [Client Referral Program](#)
- [Career Potential's YouTube Channel](#)
- [Invitation from Career Potential – Free Initial Consultation](#)

### This Month's Feature Article

Over the years, I have published hundreds of articles about job search and career management. My team tracks how often these pieces are opened and read online. By far, the most popular article has consistently been "Follow-Up Steps After The Interview." This article has not been published in "Your Career Advocate" for quite some time, so I thought it would be a good idea to reprise it for our readers. So here it is, "back by popular demand."

– Ford R. Myers



Ford R. Myers  
President  
Career Potential, LLC

### Follow-Up Steps After The Interview Strategies to Help You Get the Offer

By Ford R. Myers  
President of Career Potential, LLC

My clients often express frustration after they've completed their interviews for a position they want. The common complaints include, "Why doesn't the company call me back?" or "I feel like I have no power; all I can do is wait for an answer," or "Can't I do anything to make the employer say YES?"

After working as a top-level Career Consultant for many years, and helping thousands of clients through the "interview maze," here is what I can tell you: There is no "secret trick" or "magic bullet" that will get the employer to offer you the job!

You'll be happy to know, however, that there are some strategies you

### What Clients are saying about Career Potential

"I just received a call from the hiring manager. They were able to come to terms with what I negotiated. WOW! I actually found-out that he and the other managers had been discussing my compensation while I was waiting. Thanks again!!"

– H. Tibbs  
Information Technology Analyst

### Quick Links

- [Visit Our Blog for Timely Career Advice and News](#)
- [Explore Our Career Coaching Programs](#)
- [Check-Out Our Corporate Seminar](#)
- [Get a Career Makeover in 7 Days](#)
- [Refer A Friend](#)

**Visit  
Career Potential  
Today!**

[www.careerpotential.com](http://www.careerpotential.com)

For Premier Career

can use to INFLUENCE the employer's decision and FINESSE the process. Changing many of your small actions and approaches can actually make a big difference in the outcome of your interviews.

Here are ten suggestions for navigating through the interview process and following-up:

**1. Set the stage for effective follow-up.** The first strategy is to have a structured follow-up system in the first place (which most candidates do NOT). You should have a plan in place before you even get to the interview! This way, you'll be able to "put the wheels in motion" immediately, and you won't have to think about it! This step alone will relieve the pressure and decrease your anxiety. Plus, you'll feel prepared, pro-active and more in control. Developing your follow-up strategy BEFORE the interview will even enhance your behavior DURING the interview.

**2. Act more like a consultant than an applicant.** When you're at the interview, don't spend all your time trying to "sell" yourself. Focus instead on asking intelligent, probing questions about the employer's business needs, problems and concerns (like a good consultant would). These questions should be based on the preparation and study you've done beforehand. Write-down the interviewer's answers, which will become the foundation for your follow-up steps. Whenever possible, give specific examples (Accomplishment Stories) from your work history that are directly relevant to the interviewer's stated challenges.

**3. Don't rush toward an offer.** Offers for professional-level job offers are almost NEVER made at the first interview. So, don't rush the process! The purpose of your initial interview is not to get an offer, but to get invited back for a second meeting – most likely with a higher-level individual at the company. Use every interview to ask more questions and uncover the employer's primary needs and problems. The more of these challenges you uncover, the better prepared you will be to submit your "proposal for service" at the appropriate time.

**4. Confirm next steps.** At the end of each meeting, be sure to plan and confirm next steps. Remember, an interview (or ANY meeting, for that matter) is only as good as the follow-up actions that it generates. Don't settle for "We'll let you know" or similar comments that place you in a passive position. Assume a more active role, and get a commitment from the employer for "what comes next!"

**5. Follow-up promptly and compellingly.** Now that your interview is over, be sure to send your thank-you letters as soon as possible. These should be personalized to each individual (not generic), and must include specific references to each person with whom you met (something they said or contributed). Be sure your correspondence is as professional and clear as it can be, whether via e-mail or "snail mail." If you promised to send the employer additional documents or information, do so promptly.

**6. Use every follow-up contact as a chance to build your value.** After the interview, carefully review your notes, which highlight the company's most pressing needs, problems and challenges. Identify specific areas where you have successfully addressed similar issues in your career. In your thank-you letter, include brief synopses of these accomplishments, tying them directly to the company's stated challenges (usually in a side-by-side chart format). You can even support your "claims" by sending the employer actual samples of your work. Most companies want employees who are true problem-solvers, so this will prove that "you have what it takes" and that you can bring your special value to this organization.

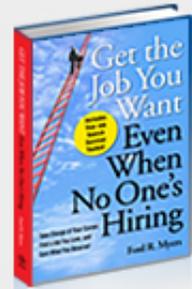
**7. Be punctual and persistent.** It shouldn't even be necessary to mention this "strategy," but some candidates sabotage their chances for the offer by arriving late to the interview, or by "dropping the ball" in the middle of the process. So, always call when you say you're going to call and do what you say you're going to do! Be meticulous in your business etiquette, which includes consistent, regular follow-ups by phone and e-mail. Be persistent in expressing your sincere interest in

Success Programs,  
Products and Services

Direct: 1-610-649-1778  
Toll-Free: 1-888-967-5762

**Get Hired FAST!**

*Timely new book  
shows you how.*



[Click Here to Learn More](#)

**Watch Our  
Television Interviews**



[Click Here to View](#)

**Take Our Free Career  
GPS Self-Assessment!**



[Click Here to Start](#)

the opportunity, but don't be a pest.

**8. Leverage outside resources.** If you have contacts and connections with anyone who might influence the hiring decision, or who actually knows the interviewer, ask them to "put in a good word for you" after the initial interview. But do this advisedly – this can be a sensitive or highly-political matter at times. At the very least, send the employer some letters of recommendation, written by respected professionals in your business community.

**9. Accept rejection gracefully.** Assuming you've done everything you can reasonably do to win the offer, you must accept whatever decision the employer makes. If you get the message (directly or indirectly) that the company is not interested in you, or if they actually reject you, then all you can do is move on. You can't "force" the interviewer to make you an offer, no matter how "perfect" you may have thought the job was for you.

**10. Turn defeat into victory.** After being rejected, the first thing you should do (ironically) is to send a thank-you letter. You can really distinguish yourself from the other rejected applicants if you send this sort of polite, professional letter "after the fact." Express your sincere appreciation for having been considered for the position, and wish the new employee every success. State that you would be happy to be considered for the position again, should the selected candidate not work-out for any reason. (You would be surprised how many times the "new hire" does NOT work-out). When the employer needs to find a quick replacement, there will be a high likelihood that YOU will be at the top of their list. In some cases, the employer may even be so impressed with your grace and professionalism, that they will offer you a different position at the company as soon as a vacancy occurs! If you genuinely liked the company, stay in touch with them over the long-term. Other opportunities will open-up, so make it easy for the employer to contact and eventually hire you.

By employing these follow-up strategies after the interview, you will improve your chances of getting more offers, and you will also feel more empowered and effective throughout the hiring process!

## **You're Invited – Two Career Success Events – Nov. 2014**

**Event #1 – Wednesday, November 19, 2014**

### **TARGETING YOUR RESUME TO OPEN DOORS IN TODAY'S COMPETITIVE JOB MARKET**

This is an ideal seminar for those who are new to the job search, who want a refresher course on resume writing, or who need to upgrade their current resume to get far better results!

A good resume is not simply a recitation of all the things you have done in your work-life. If that is all your resume is, then it will likely sit unread in resume databases and not get you interviews for the jobs you want.

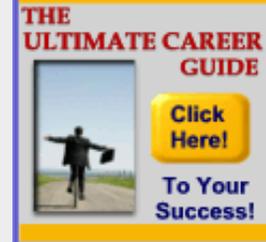
In this seminar, you will:

- Learn how to construct a resume that demonstrates you have the skills employers are seeking.
- Master techniques that tailor your resume to your specific market, listing the accomplishments and experiences that will best position you for your target position.
- Get advice on the latest resume formats that will present you in the best light.

**Career Success Audio™**

**Get a Full  
Career Makeover  
in Just 7 Days!**

[Click Here](#)



### **Forward E-Newsletter**

If you think a friend or colleague would enjoy "Your Career Advocate," please forward this edition to them.

### **Subscribe to Our Mailing List**

If a friend or colleague forwarded this edition of "Your Career Advocate" to you, you can subscribe to our newsletter mailing list by visiting [this page](#) and downloading our Free Special Report from the left-hand side of the page.

### **Connect With Ford R. Myers**

Follow Ford on these Social Networks



This presentation will show you how to create a resume that will enable you to stand-out as the candidate of choice, get the interview and secure the job offer!

**Here are the details:**

**DATE:** Wednesday, November 19, 2014

**TIME:** 6:30pm to 9:00pm

**SPONSOR:** Philadelphia Area Great Career Group

**PRESENTER:** George Schonewolf, Principal of Career Directions

**INVESTMENT:** \$20.00, pay with your online registration

**WHO:** Everyone is welcome!

**LOCATION:** Bartley Hall, Room 3001, Villanova University, Villanova, PA (Corner of Lancaster and Ithan Avenues)

**REGISTRATION:** Advanced registration is required and seats are limited, [click here to register](#)

**DIRECTIONS:** Visit

<http://www1.villanova.edu/villanova/admission/visit/maps.html>

**QUESTIONS:** Call Eric at (610) 420-4158 or e-mail

[epkramer@gmail.com](mailto:epkramer@gmail.com)

**NOTE:** You will need to register as a member of [www.MeetUp.com](http://www.MeetUp.com) (free) in order to sign-up for this event. Do this at

<http://www.meetup.com/Philadelphia-Area-Great-Careers-Group> by clicking the "Join Us" button at the top-right section of the web page.

**About the Presenter:**

George Schonewolf is Principal of Career Directions. He is a Career Consultant and Coach with more than 25 years of experience in resume writing, counseling, career assessment, and networking instruction. He brings energy and passion to helping capable, motivated individuals move into their ideal career futures.

---

**Event #2 – Friday, November 21, 2014**

**GET THE JOB YOU WANT, EVEN WHEN NO ONE'S HIRING**

Today's job market is the toughest since the Great Depression, and many of the challenges are here to stay. Even so, you CAN get the job you want – IF you apply fresh approaches to the search. "Get The Job You Want, Even When No One's Hiring" is a powerful seminar based on Ford R. Myers' book of the same name.

Attendees will learn how to:

- Land a good job in the midst of an economic crisis
- Address the realities of this job market with real-world, actionable steps
- See this economic downturn as a positive career opportunity
- Seize on job opportunities that aren't posted yet
- Make yourself an instant asset to potential employers
- Stand-out as the best candidate
- Recession-proof your career for the long term
- And MUCH more ...

Join career expert and speaker Ford R. Myers, while he maps the new world of job search and reveals essential strategies for your career success!

**Here are the details:**

**DATE:** Friday, November 21, 2014

**TIME:** 9:00am to 11:30am

**SPONSOR:** Career Potential, LLC

**PRESENTER:** Ford R. Myers, President of Career Potential, LLC

**INVESTMENT:** \$25.00 (pay with your online registration)

**WHO:** Everyone is welcome!

**LOCATION:** Radnor Financial Center, 150 N. Radnor-Chester Road, Suite F-200, Radnor, PA

**REGISTRATION:** Advanced registration is required and seats are limited. Visit: [www.careerpotential.com/signup/](http://www.careerpotential.com/signup/)

**DIRECTIONS:** [Click here](#)

**QUESTIONS:** Call Ford at (610) 649-1778 or e-mail [contact@careerpotential.com](mailto:contact@careerpotential.com)

### **About the presenter:**

Ford R. Myers is President of Career Potential, LLC. His firm helps clients take charge of their careers, create the work they love, and earn what they deserve! Ford has held senior consulting positions at three of the nation's largest career service firms. His articles and interviews have appeared in many national magazines and newspapers, and he has conducted presentations at numerous companies, associations and universities. In addition, Ford has been a frequent guest on television and radio programs across the country. He is author of two books: "*Get The Job You Want, Even When No One's Hiring*" and "*The Ultimate Career Guide*."

---

These events are also opportunities to make new networking contacts, and get some of your career questions answered!

If you'd like to improve your career situation, you'll find these presentations to be particularly relevant and helpful.

Please pass this invitation along to anyone else who might benefit from these powerful seminars.

### **Special Bonus Audio – For Subscribers Only**

---

#### **"The 12 Habits of Highly-Successful Job Seekers in a Down Market"**

The most popular (and possibly the most powerful) teleseminar I've ever conducted is called "The 12 Habits of Highly-Successful Job Seekers in a Down Market." Some subscribers to this e-newsletter have already heard the program – while others have been requesting that I offer it again. So as a special bonus this month, here it is! Just click the button below, turn-up your computer's speakers, and enjoy listening to the recording!



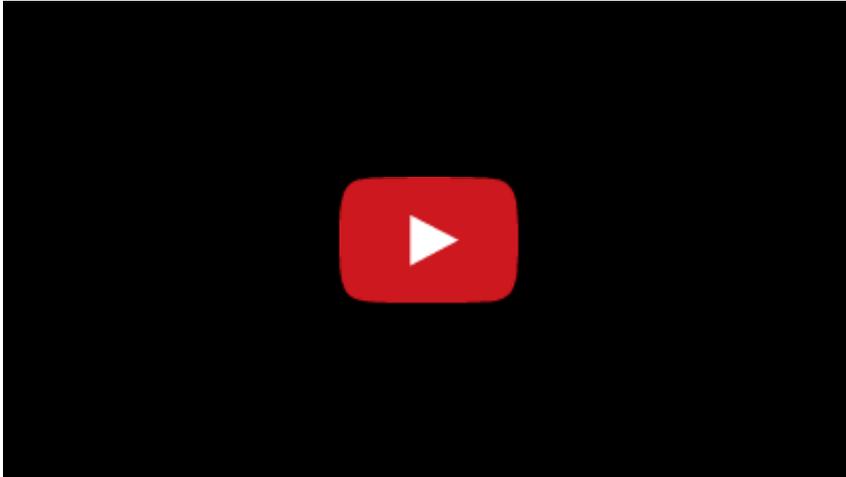
### **Client Referral Program**

---

Here at Career Potential, LLC, most of our business comes through referrals. To encourage this process, we offer an incentive in the form of a "Referral Bonus." Each time you refer someone who becomes a career coaching client, we'll reward you with a generous American Express gift card! For details, please contact Career Potential.

## Career Potential's YouTube Channel

Did you know that Career Potential, LLC has its own YouTube channel? Check it out, and watch all our TV interviews and educational presentations online. It's FREE, and you'll learn quite a lot by watching. Just visit: <http://www.youtube.com/user/careerpotential> and access all the video segments. Below is one of them for you to enjoy.



## Invitation from Career Potential – Complimentary Initial Consultation

The employment market is just too challenging these days to attempt a job search on your own. We provide the tools, resources, knowledge and skills that you can't get anywhere else – assets that are essential to achieve real success in job search and career management.

[Click here](#) to see if you qualify for a complimentary initial consultation!

Ask yourself these questions ...

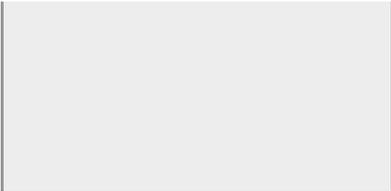
- Are you dissatisfied with your current career situation, and with the way your career has been going?
- Are you frustrated by a job search that has been unsuccessful?
- Would you like to generate more interviews and get more offers?
- Would you like to enjoy much more career growth and earn more money?
- Would you like the help, guidance and support necessary to achieve your true potential?
- Would you be willing to invest in your career, if you knew that your investment would pay off quickly and significantly?



Career Potential, LLC is a career coaching and consulting firm that helps clients take charge of their careers, create the work they love, and earn what they deserve!

Want to learn more about our career success programs? Wondering how career coaching could help YOU? Please call today, or simply [click here](#) to see if you qualify for a complimentary initial consultation!

Copyright © 2015, Career Potential, LLC. All Rights Reserved.  
Reproduction in any form is prohibited.



Email: [E-mail Career Potential](mailto:E-mail Career Potential)  
Phone: 1-610-649-1778  
Web: <http://www.careerpotential.com>