



Guerrilla Job Search Tactics

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As Guerrilla Job Seeker You Must:

1. Think outside the box
2. Do things differently than other job seekers that help you get noticed
3. Market and promote yourself to show your ***Value***




Job Search Tasks: Time Allocations & Priorities

Category	Task	Hours	Priority
Job Mining	Networking (Personal & via LinkedIn)		
	Targeting Your Top 20 Companies		
	Recruiters & Staffing Agencies		
	Mining Jobs on Internet (e.g. Indeed.com)		
Job Application	Online Job Applications		
	Resumes & Cover Letters		
	Enticing Intro Letters		
Marketing	Career Portfolio Examples (Paper-Based or Website)		
	LinkedIn, Twitter & Facebook		
	Strategic Business Value Presentation		
	Process Diagram		
	Blogging		

Job Search Tasks: Time Allocations & Priorities (2)

Category	Task	Hours	Priority
Interview Process	Learn Steps/Stages of the Interview Process		
	Learn How to Handle Objections		
	Writing Out Answers to 64 Tough Interview Questions		
	Conducting Mock Interviews for Practice		
	Thank You Note		
	30-60-90 Day Plan		
Salary Negotiations	Conduct Salary Research		
	Learn Salary Negotiation Skills		

Guerrilla Resume

<h2 style="color: blue;">Linda Smith</h2>	
<p>70 Villa Canyon #490 Tampa, FL 33617</p>	<p style="text-align: center;">CANDIDATE FOR: Senior Customer Service Representative</p> <p style="text-align: right;">813-421-0001 lsmith@charter.com</p>
<p><i>Exceptional Customer Service Specialist who solves customer problems quickly with fewer than 3% callbacks and sells new products to over 30 % of the customers calling in for support.</i></p>	
<p>ACCOMPLISHMENTS:</p> <div style="margin-bottom: 10px;">  Citi never sleeps™ <ul style="list-style-type: none"> ★ Resolved 97% of my problem calls with no call back ★ Sold 30% More (780 People) Low Interest Credit Cards to Callers than Other Rep </div> <div style="margin-bottom: 10px;">  <ul style="list-style-type: none"> ★ Increased Sales by an Average of \$145,000/Quarter </div> <div> <p style="text-align: center;"><small>The All-New</small> COMPUSA.com™</p> <ul style="list-style-type: none"> ★ Top Seller in Region with Avg. Quarterly Sales of \$225,000 </div>	<p>PROFESSIONAL SUMMARY:</p> <p><i>Senior Customer Service Representative</i> with over 3 years experience resolving customer problems and consistently maintaining a high call volume and customer satisfaction rating. Maintained lowest per call time of the entire staff and coached others on team to reduce theirs by an average of 15%. As a fast learner who enjoys challenges, I can produce the same results for you and more.</p> <p>HOW I CAN HELP GEICO:</p> <ul style="list-style-type: none"> • Improve call turnaround time by 15% for the entire customer service department • Increase accuracy/brevity of call records by 20% to make easier for non-originating customer service reps to service follow up calls from customers • Serve as a leader/coach for other customer service reps to help increase their performance <p>COMPUTER/SPECIAL SKILLS:</p> <ul style="list-style-type: none"> • Job Skills: Customer Service and Call Center Skills, Problem Solving Abilities, Sales, and Coaching • Software: Windows 2000/XP/7, MS Office 2003/2007/2010, Internet Explorer, and Call Tracking and Sales <p>EMPLOYMENT HISTORY:</p> <div style="margin-bottom: 10px;"> <p>Citigroup, Tampa, FL July 2003 — Present</p> <p><i>Customer Service Representative</i></p> <ul style="list-style-type: none"> • Resolved 97% of incidents with no call back by diagnosing and answering customer questions quickly and thoroughly • Sold 30% more low interest credit cards to customers than any other customer service rep by pointing out the program's key benefits • Maintained knowledge about products and able to answer customer questions from information on the company's Intranet site • Maintained positive attitude in busy and demanding environment • Preserved confidentiality of Citigroup customers and employees </div> <div> <p>Computer Associates, Tampa, FL May 1999 - June 2003</p> <p><i>Senior Telesales Representative</i></p> <ul style="list-style-type: none"> • Exceeded my sales quota by 20% each quarter by listening to customers and recommending solutions to match their needs and budget • Sold mainframe backup and security software to customer • Coached new and existing telesales representatives to effectively sell our products so they were able to meet or exceed their sales quota • Contributed sales tips to the quarterly sales newsletter • Implemented four highly successful annual sales kickoff meetings </div>
<p>AWARDS:</p> <div style="text-align: center;">  </div> <ul style="list-style-type: none"> ★ Customer Service Rep of the Quarter for 3 Quarters Running ★ Outstanding Contributor to Customer Retention Award 	
<p>TESTIMONIALS:</p> <p><i>"Linda Smith is the best customer service rep we've ever had. Her ability to solve customer problems quickly, sell products to customers, and mentor other staff members is unsurpassed. I wish I had 20 more like her!"</i></p> <p style="text-align: right;">Peter Harrison, Manager Customer Service, Citigroup</p> <p><i>"Every time I call in, Linda is kind and patient, really listens to me and solves my problems. She's a real Gem!"</i></p> <p style="text-align: right;">Ed Baker, Citigroup Customer</p>	

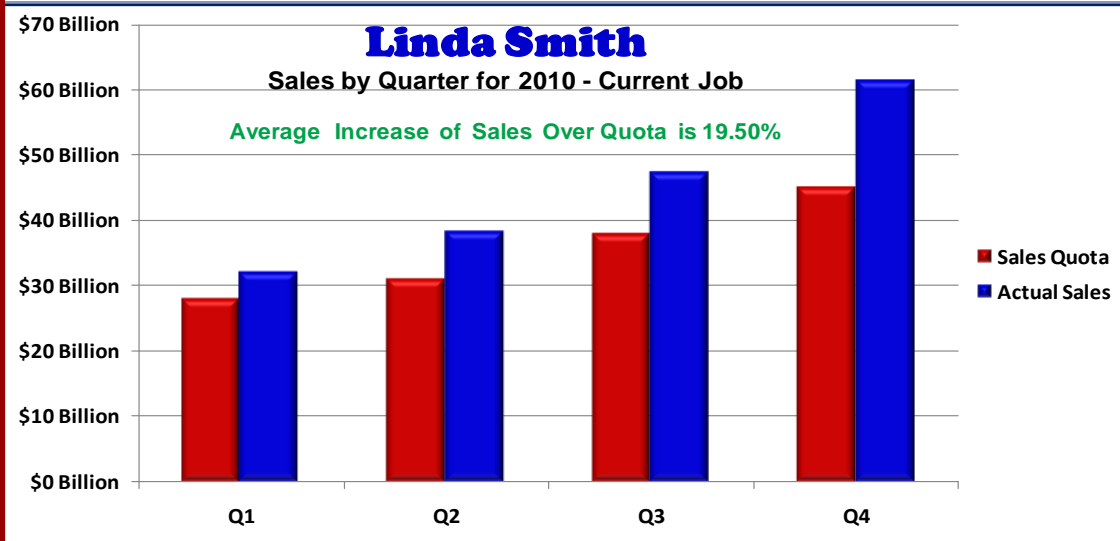
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Guerrilla Cover Letter: Example for Sales Manager

Linda Smith

70 Villa Canyon #490, Tampa, FL 33617
813-421-0001 lsmith@charter.com

Applicant for Sales Manager Position at Global Technologies



This graph provides solid evidence of how I can increase sales revenue as Sales Manager for Global Technologies! Under my leadership, the sales team consistently exceeded its quota every quarter in 2008 by an average of 19.50%.

See my attached Resume for supporting information.





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Guerrilla Cover Letter: Example for Teacher

Linda Smith

70 Villa Canyon #490, Tampa, FL 33617
813-421-0001 lsmith#@charter.com

Applicant for 5th Grade Teacher at Brown Elementary School

<p>Visual Classroom Enrichment</p> 	<p>Project Oriented Teaching</p> 
<p>Lesson Planning</p> 	<p>Test & Homework Prep/Grading</p> 

Motivation

This pictogram shows my strategic skills in the areas of Visual Classroom Enrichment, Lesson Planning, Project Oriented Teaching, Test and Homework Preparation/Grading, and Motivation that make me an exceptional teacher.

See my attached Resume for supporting information.

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Enticing Intro Letter

Executive Intro Letter **Solving Company Problems and/or Advancing New Initiatives**

Solutions That Improve Your Bottom Line

Mr. Thomas Harris
Chief Executive Officer
The National Business Exchange
10 Technology Drive
Tampa, FL 33715

February 2, 2010

Dear Mr. Harris:

As the CFO of Global Technologies, I developed extensive experience in reducing costs and increasing profitability. Based on my in depth research of your company, I've found that there are a number of strategic issues I can help you address that will reduce cost and increase profitability.

For example, you currently have a high employee turnover rate that is significantly impacting your productivity and increasing your recruitment and training costs. Other companies, such as SAS in North Carolina, have significantly reduced their turnover rate by implementing praise, incentives, and coaching programs. I have implemented these programs at Global Technologies Inc. and stabilized employee turnover at 1.5% saving the company over \$550K in recruiting, training, and lost intellectual capital. I can do this for you too.

I'd love to take you out for lunch or dinner to discuss this program in more detail and share a number of other ideas that can dramatically improve your company's bottom line. I'll call you next Monday to arrange a time to meet.

Sincerely,

Linda Smith
Former CFO of Global Technologies Inc.

PS - The CEO of Global Technologies Inc. said, "Linda Smith has found more creative ways to increase efficiency and productivity and manage turnover and expenses than anyone else I've ever known. She helped our company stay competitive in a tough economy."

Here are 4 other strategic issues you could discuss with the CEO when you meet!

- Increase Efficiencies & Productivity by 10-15 %
- Reduce Overall Expenses by 12%
- Create and Adhere to a Lean and Effective Budget 10% Lower than Last Year
- Increase Company Profitability by 20%

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Issues with Guerrilla Resumes/CLs

- Need to be sent in a way that graphics (objects) will be preserved
 - Via USPS 2nd Day Express Mail (best way)
 - In an email where resume and cover letter are in a single attached Word Document or PDF (cover letter first, then resume)
- If resume submitted into an online resume database, all objects will be lost
 - Included pictures, clip art, photo albums, drawing shapes, smartart, charts, wordart, etc.)
 - Tables will be lost too but the text will be retained (each cell's text will be on a separate line)

Resume Attention Getters

1. Plaques or Trophies

- Put a message on the plaque or trophy
 - “Best Manager at Hiring Top Talent”
 - “Win Big with Me on Your Team”
- Put plaque or trophy in box with your resume and cover letter underneath
- Mail box via USPS

Resume Attention Getters (2)

2. Slogans & Accompanying Attention Getters

- “Let me convince you of my worth.” slogan accompanied by a large stack of monopoly dollars
- “Let me help you get out of a pickle.” slogan accompanied by a jar of the manager’s favorite pickles
- “Let me help you beat the competition.” slogan accompanied by a judge’s gavel
- “Investing in me is like buying blue chip stock – You can’t lose,” slogan placed at the top of a stock certificate

Any one of the above could be mailed in a box with your resume and cover letter

Resume Attention Getters (3)

3. Catchy Songs

- Rap Song/Ditty

“If you want your team to click,
you’ve got to get the top pick.
To see how great he can lead,
Check out his resume for his deeds.”

- You could write this little rap verse in a card or have it recorded as a song on a chip that goes in the card and plays when the card is opened
- You could put this card and your resume in a large envelope and mail it to the hiring manager

Resume Attention Getters (4)

4. Irresistible Offers

- Make up a **Challenge Yatzee** offer
- Offer states you'll work free for a week based on measurable mutually agreed upon goals
- If you achieve goals, they will hire you
- Put Challenge Yatzee offer on top of your resume and cover letter and mail to the hiring manager via USPS 2nd Day Express Mail

Resume Attention Getters (5)

5. Gift Certificates

- Include card that says, “Thanks for taking the time to review my resume!”
- Inside card, insert gift certificate to the hiring manager’s favorite lunch place along with a copy of your resume

6. Glass Half Full

- Put label at the top of a plastic glass that says, “My glass is always half FULL!”
- Put a RED arrow on the side of the glass that starts at the bottom and ends half way up the glass
- Put the glass and your resume in a box and mail to the hiring manager

Resume Attention Getters Exercise

- Break into groups of 6-8 people
- Brainstorm unique ideas for presenting your resume to the hiring manager
 - Remember, there are no bad ideas in brainstorming
 - Have one person in the group serve as a recorder
 - Go around the group and have each person contribute an idea
 - Repeat this process until the time runs out
 - Each group will report back its findings

Marketing & Interviewing Tips

- Present a short, compelling message/story to make a point and sell yourself
 - Use examples to clarify your points
 - Always end by pointing out the value/benefit of what you did

Business Card Example

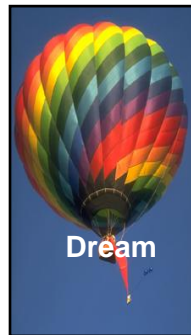
Training Tamer

*Helping Job Seekers
Win a New Job*

**Effective & Affordable Training,
Coaching, and Support Services**

Larry LaBelle

14629 Grenadine Drive #2
Tampa, FL 33613
813-924-8404
larrylabelle @trainingtamer.com
www.trainingtamer.com



**Instructor/Coach for
Job Seekers & Employers**

HOT LinkedIn Profile:
www.linkedin.com/in/trainingtamer

My Strategic Value (Your Sales Pitch)

For over 10 years, we have helped Job Seekers master effective techniques for winning a job at the salary they deserve. We work with you to:

- Develop and implement an effective job search plan, create powerful marketing tools, and develop a resume and cover letter that get them an interview.
- Build a portfolio of work samples to prove their worth, teach them to master interviewing skills so they get a job offer
- Learn how to negotiate the best compensation package possible.

We have successfully helped hundreds of job seekers to win a job. We hold people accountable so they succeed! If you are able and willing, we can help you find the way!

Card Front

Card Back

Process Diagram

My Winning Formula for Software Sales



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Work Sample Showing Your Value

Linda Smith



This document shows the 4 Major Areas of Work Responsibility for a Bank Compliance Officer at your bank. For each area, it provides a key Situation that I faced in that area, the Action I took to address it, and the Benefit the Bank derived from it.

NOTE: This document is powerful Work Sample that can be used in pre-screen and live interviews to showcase your strengths and value. It can also be placed in a binder with a clear cover on the front and back so it looks professional and then it can be left behind at a live interview for others on the hiring team to review if they were unable to attend the interview.

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Strategic Business Value Presentation: Example

Linda Smith

70 Villa Canyon #490, Tampa, FL 33617

Phone: 813-421-0001 Email: lsmith@charter.com

LinkedIn: www.linkedin.com/in/lindasmith

Helping the  Achieve Financial Success

Enriching Corporate Financial Position

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Marketing/Interviewing Exercise

- Break down into groups of 4
- Write down one very compelling story that you want to share in your marketing materials or during an interview
 - Decide what work sample, process diagram, etc. you want to use to support your story
- Share your story with your group and get feedback

30-60-90 Day Plan

- Develop a 30-60-90 Day Plan to send to hiring manager after the interview
 - During interview, determine hiring manager's problems, pains and new initiatives and use as basis for plan
 - There are no electronic versions of the current training manuals
 - Training materials are out-of-date and need to be updated
 - Need to convert training manuals to other languages since recently entered global markets
 - Need to develop eLearning versions of existing training courses
 - Need to develop training schedule on company website
 - Also ask the hiring manager what the person filling the position is expected to accomplish in his/her first 90 days on the job
 - Add this information to your above list

30-60-90 Day Plan (2)

- Write 30-60-90 Day Plan
 - Maximum 10 items for each 30 day window
 - 1 - 30 Days
 - Learn tools used by company to create training courses
 - Work with all stakeholders to assess all training to identify necessary changes and new courses
 - Create electronic version of two existing training manuals
 - Scan manual with an Optical Character Reader (OCR) and storing result in an MS Word Document
 - Update content of each manual
 - Research and select tool for developing eLearning versions of courses

30-60-90 Day Plan (3)

- Write 30-60-90 Day Plan (continued)
 - 31 - 60 Days
 - Develop training schedule on company website
 - Produce versions of training courses in Spanish, French , German and roll out to these markets
 - Develop pilot version of first eLearning course and get feedback from a focus group inside corporation
 - Roll out first eLearning course worldwide
 - 61 - 90 Days
 - Produce versions of training courses in Chinese and Japanese and roll out to these markets
 - Complete 2nd eLearning course and roll out worldwide
 - Update training schedule on company website

30-60-90 Day Plan (4)

- Send 30-60-90 Day Plan to hiring manager via 2nd Day Mail via USPS
 - Accompany with a note explaining why you are sending the plan
 - Send it to arrive 1-2 days before the hiring manager is going to make a decision on who to hire
 - Sending it sooner may cause the hiring manager to ask all the other finalist to do the same and could cause you to lose your competitive edge
- Send your Thank You Note separately
- Remember, your 30-60-90 Day Plan will be a **major distinguishing factor** in separating you from the pack during the final candidate selection process

Thank You!





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