



Getting the Career you Want

The following are a few quick tips to remember as you focus on getting the career you want:

1. Apply for jobs that you know you want; are you suited for the role and the company?
2. Research the company before you apply – not after you get an interview.
 - Internet, LinkedIn, Company website
3. Prepare your cover letter to emphasize your skills and qualifications that are directed to that company and position.
 - “My 5 years’ experience in customer service will assist me in representing your products and services.”
 - “My skills in database management will be an asset to your organization.”
 - “I have extensive experience in data entry which will contribute to my success with your organization.
 - “I have a strong understanding of the Canadian retail market having spent the past 2 years leading a large footwear company through change across Canada.”
4. Ensure you email your resume and cover letter together; write an intro in the body of your email.
 - Save copies as “your name -company name-resume-date” for your files for example, SuzySales_XYZ_resume_05-2011
 - Address the cover letter to the hiring manager if possible – get a name
5. Keep organized by taking notes such as the names of people you meet, details of the job, etc..
 - Create a file in your email for each resume you send out with company name, dates, and position profile
 - Save copies of the emails you send out
 - Follow-up one week after the closing date of the competition, if advertised
6. Resume TIPS - Tailor your resume to suit the position you are applying for.
 - Use clean formats
 - Spell and grammar check
 - Highlight the skills you have that are relevant to the position you are applying for



RECRUITMENT

- Quantify accomplishments to show how you have impacted business in your last role
- Education – Degree or Certificate, school – do not write out the courses
- Ensure name and contact information appears on each page
- Keep to 2 pages + Cover Letter
- Avoid any personal information (age, marital status, children, health)
- Make your resume easy to read so it is more likely to get reviewed

What about the interview?

- Dress the part, be professional (wear comfortable clothing)
- Bring 2 copies of your resume and references
- Bring a list of questions you wish to answer & a list of info you want to share
- Relax at least 30 minutes before – sit with a warm cup of coffee, etc...
- Shake hands – with a firm handshake (speaks to confidence)
- Pay attention to posture (arms, legs) and *BREATHE*
- Ensure your eye contact is directed to the interviewer & others present
- Relax and smile..... Do not memorize answers as you will sound rehearsed - No one knows you better than you!
- Listen to the questions carefully – ensure you answer what was asked first and then add additional information you may feel is relevant
- Ensure you let the company know how you might impact their company with your stellar skills!
- Avoid adding statements to answers – you will be able to add at the end (*you have your list*)
- It is OK to pause before answering a question – it shows you are thinking
- When questions are asked that are “Tell me about a time.....?”
 - Answer with your experience, NOT theory
 - If you have not done it, say so! Then offer theory.
- If you do not understand the question, ask to have it clarified
 - “I want to be sure I understand what you are asking, could you clarify that for me?”
- Thank the Interviewer for their time... “Look forward to hearing back from you.”