

candidate tool kit:

# preparation

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# preparation: resumes

## Contact Information

Include phone, mail and email contact information. In addition, make sure your voicemail message is professional. A message that is too casual can create a negative impression.

## Career Objective

You may choose to list or not list your career objective. If your objective doesn't match the recruiter's needs, you may miss out on a golden opportunity. However, a clearly stated career objective can help your recruiter find your ideal career match.

## Summary Statement

Your summary should be brief.

- Include your title and years of experience.
- List pertinent skills.
- Discuss your character traits or work style.

Example: "Financial Accountant with over 10 years' experience with two Fortune 500 companies. Technical skills include P&L, budgeting, forecasting and variance reporting. Bilingual in Spanish and English. Self-starter who approaches every project in a detailed, analytical manner."

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## Professional Experience

List each position held in reverse chronological order, dating back at least ten years. If you held multiple positions within the same company, list them all to show advancement and growth. The body of each position description should describe your responsibilities and accomplishments.

## Other Components

Include education, professional training, affiliations / appointments, licenses, technical skills, and languages.

## Personal Information

Do not include personal information such as marital status.

## 12 Accomplishments Employers Want to See

- Increased revenues
- Saved money
- Increased efficiencies
- Cut overhead
- Increased sales
- Improved workplace safety
- Purchasing accomplishments
- New products / new lines
- Improved record keeping process
- Increased productivity
- Successful advertising campaign
- Effective budgeting

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## **Improve Your Skills**

If you are currently not working, this is a great opportunity to enroll in courses to upgrade your software knowledge, attend an industry conference or workshop or catch up on reading relevant books and publications.

## **Professional Voicemail**

Keep your voicemail fresh and professional on both your home number and cell number.

## **Email Address**

Your email address should be simple and professional.

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# preparation: online image

In today's world, a company will often look to the internet to gather information about potential hires. Here are some tips to make sure your online image is positive and professional.

## Google

- You might be surprised to see how much is out there on the internet. It is important to “Google yourself” to see what may have been written about you.
- While you may not be able to change what appears, you should be aware that potential employers will likely see this information so that you can be prepared to address those concerns in an interview.

## LinkedIn

- Double check that all your information is updated, accurate, and detailed.
- Make sure your profile picture is professional.
  - No selfies
  - Headshot
  - Appropriate attire/background
- Join relevant groups in your niche. Not only is it good networking, but joining groups provides the opportunity to expand your knowledge of what is taking place out there and provides for better discussions on your interviews.

## Social Media

- If your social media profiles are public, make sure your profile/posts are something you would be okay with potential employers seeing.

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preparation:

# look for opportunities

## Find a Recruiter

Seek out recruiters who have both industry expertise and connections in your specialty. Ask your associates which recruiters they are using and what results they have experienced. Search on line postings to notice the firms that align with your career interests. Recruiters are not typically geographically based, but rather industry based. Sometimes a recruiter may be hundreds of miles away and be a good resource for your search because of their network.

## Web Resources

Study the different job boards for the most relevant resources for your niche.

The following are some general job boards to get you started:

- [www.ziprecruiter.com](http://www.ziprecruiter.com)
- [www.indeed.com](http://www.indeed.com)
- [www.linkedin.com](http://www.linkedin.com)
- [www.jobs.pursuit.group](http://www.jobs.pursuit.group)

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# preparation: research

Before the actual interview takes place, it is important to complete as much research as you can about the company, the people, the culture and the actual position. Be ready to answer the question, “Why do you want to work for this company?”

## **Prepare a List of Questions for the Hiring Manager**

Equally important is to have several well written and well thought out questions to ask at the conclusion of the interview. Hiring Managers generally place importance on the type and relevance of candidates’ questions. The best questions are those that are not only thoughtful but speak more to goals, objectives, and general information about the company. Questions wrapped around salary, benefits, vacation, or sick time has more of the message of “what the company can do for you” rather than your own contributions.

A good way to begin building rapport is to find out about the Hiring Manager’s background and reasons he or she enjoys working for the company. See Sample Questions for Hiring Managers for additional suggestions.

## **Practice Answering the Salary Question**

If asked what you are looking for in terms of a package, carefully go over your current package. If there is some flexibility in those numbers, you should let the employer know that. If you are not currently working, then describe your most recent compensation.

If you are seeking an increase from your current compensation, let the employer know that you would entertain their best offer. Follow up with a statement of value you could bring to the new company

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