

The Executive Job Search Process

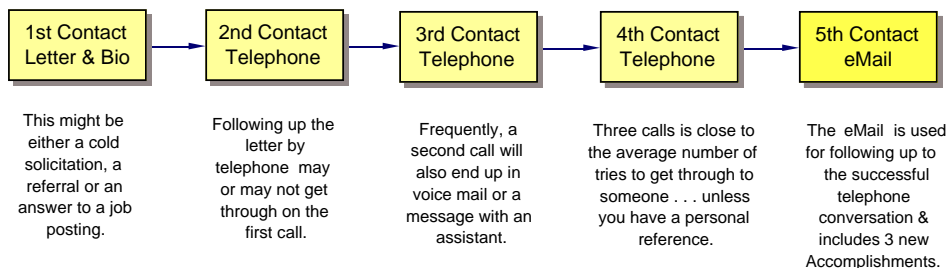
Sample Sales Sequence

The Sales Sequence is the sum total of contacts by various means, taken in the likely order they will occur. This is just one typical example. The major lesson here: each contact is a separate step in the process and should be addressed in appropriate sequence. At each step, your ONLY objective is to get to the next step in the sequence. If you try to "leap frog" some steps and jump to the conclusion more quickly, the sequence is likely to be broken and the process will come to an abrupt end.

You must keep in mind that this is a prime example of a complex sale. In all likelihood, there will be several people involved in the decision to hire you and each will have their own agenda, priorities and personalities. You must navigate through these tricky waters. Stick to the sequence and recognize that each step is part of a complex sale that gives the people in the company you are approaching a chance to "process" their impressions of your competence, suitability and, above all, your "likeability."

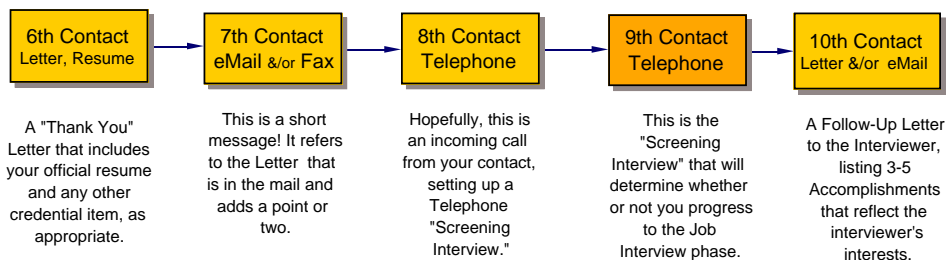
Prospecting Phase

This phase will typically take a week to ten days or more.



Qualifying Phase (Needs Analysis)

This phase can last two or three weeks or even longer. It can also add several additional contacts by telephone, eMail and even regular mail.



Sales Phase (Interviewing)

This phase can last one or two weeks, depending on the number of candidates and the urgency to fill the position.

