



# EFFECTIVE PROSPECTING

## TIPS & STRATEGIES

- **Target one or two sectors only to start.** Get the inside “scoop” on the sector – growth organizations, changes, trends, and current issues. Know the language/lingo of the products, services provided by the particular sector.
- **Be creative, work smarter than harder.** This means up-front research, planning, and profiling of businesses before you approach them. A quick tool to check out an business profile is Yahoo Business. It is free and fast. See: [http://dir.yahoo.com/Business\\_and\\_Economy/](http://dir.yahoo.com/Business_and_Economy/)
- **Diversify your “approach portfolio”** – that is, consider the ways in the door to your various prospects. Internet-based? Cold calls? Drive-bys/stop-bys? Using your personal social network? Using your professional network? Using tips from colleagues? Do you get an informational interview? Do you know someone on the inside that can lead you to the best people to talk to? You do not want your prospects to rely too much on one particular approach: Use your networks, your colleague’s tips, Internet approaches; in concert with each other. Remember it is always best to approach employers that you’ve already researched (see Yahoo Businesses).
- **When approaching HR departments on line, complete a mock application**, including the adjunct pre-screening tools that are in use (psychological tests, application questionnaires, cut-paste fields for parts of the resume, etc.) This way, you know what to expect and can better coach your constituents on how to manage the process. Also consider that you will learn much about an employer based on what screening tools they use. You need to know how to navigate the process before you can coach a job seeker. See: [http://jobsearch.about.com/od/jobapplications/a/jobapplication\\_3.htm](http://jobsearch.about.com/od/jobapplications/a/jobapplication_3.htm) for some tips.
- **Join trade associations, industry-specific organizations, and other membership-driven entities** where resources and insider information is exchanged – where and when you can afford the time and the dues.
- **Tap into public meetings** held by industry councils, trade associations, and union organizations who are obligated to make their dealings public knowledge.
- **Follow the meetings of the Workforce Investment Board** at the nyc.gov website.

- ***Attend job fairs yourself before you send customers***, so you know what the resources are, what the best prospects are (based on your current “case load”) and can provide the best strategies to help your customers approach specific employers.
- ***Network with colleagues*** to consider strategies on sharing the approach to filling job orders – you might have a lead that someone else can use, and the favor ultimately gets returned to you in a strong collaborative relationship.
- ***Keep your own social and professional network active*** – attend networking and alumni events, keep in touch with friends working in other sectors, spend time outside of your immediate office work to cultivate or rekindle relationships that can turn into job leads.
- ***Use intermediaries***. The Chambers of Commerce have a valuable insight into the needs of employers from various industries, and of various sizes. Attend Chamber events, visit their websites frequently, and use Chamber programs designed to help with job placement. – But remember to approach Chambers as you would any business – they are not social service providers!
- ***The best job developers don’t just discover jobs – they do develop them by creating and sustaining a strong customer service relationship with key employers***, and helping those employers anticipate needs during times of growth and expansion. Be prepared to prospect with your closest employers in an on-going way!
- ***Track your own progress***. Keeping a record of the types of placements you are making (by sector, industry, or even by individual employers) will be helpful in giving you an understanding of your own trends – and how your approach and linkages are changing over time. It will also help you get a sense of changes to come, and how your organization can adapt in order to address those changes.