



The Follow Up and Qualifying Call

The candidates that really get ahead of the bunch and usually get the chance to attend an interview are the ones that call to ask qualifying questions AND have a strong “Elevator Pitch”.

It’s not hard to do but you need to *download the ‘Qualifying Questions’* and choose the ones you like AND you need to *download the ‘Elevator Pitch’* and take 15 minutes to put yours together and then rehearse it so you come across as smooth and confident.

- You can race to the front of the pack by calling the decision maker.
- Put your best foot forward, be proactive, and go straight to The MAN.
- Have four questions ready to go.
 - ✓ Why is the position vacant?
 - ✓ What’s the most important thing you are looking for in an applicant?
 - ✓ What’s a standard week look like in this role? What will the person be doing?
 - ✓ What sort of salary package are you targeting?
- You will need to have a 60 second “Elevator Pitch” (that you can read out if you wish).
- The most common interview starter question is “Tell me about yourself?”
- For this you need your Elevator Pitch, All salespeople have them and even if you’re not in sales, you need to pitch when you are looking for a job.
- Elevator pitches aren’t that hard (see attachment) and basically cover what you do, for who, what you’ve done before, for who, what qualifications you have, what you like doing and where you want to go in the future. BOOM - 120 seconds and smile!
- If it sounds like you are seriously interested in the role and that you fit the brief ASK FOR AN INTERVIEW!
- Don’t wait to send your resume in and get mixed up with all the other applicants.



Qualifying Questions

Here are some questions to use when calling potential employers either before or after sending in your resume to clarify whether you are going to be interested in the role. Highlight the ones that you like, put them in an order you think suits your style, and then ask them when you make the follow up calls:

- Why is the position vacant?
- What is the most important thing that you are looking for in an applicant?
- What does a standard week look like in this role?
- What would I be doing?
- Who would I be working with?
- Where is the role located?
- How much travel is involved?
- What hours you most people work?
- What induction or training would I need to do?
- What are the qualities of the best person currently doing this role?
- What qualifications are mandatory for this position? Why?
- What qualifications would you like the person to have?
- Who does the position report to?
- What is the background of the person I would be reporting to?
- What would be the most challenging thing to learn in the first three months?
- What programs or systems do you use in your business?
- Tell me about the training that you do in the business?
- How would you describe the culture of the company?
- Who owns the business and what is there background?
- What is the plan for the company over the next three years?
- When do you want the person to start?
- Would you like to make a time to do an interview for this role?



Your Elevator Pitch

When you are ringing to enquire about a role you should have an ‘Elevator Pitch’ ready to go that clearly articulates your background, your achievements, what you can offer and where you want your career to go. You will need to write this down and practice it (but it’s okay to read it out if you can’t remember it).

Here is how to build it:

1. **Set the Theme** - You have to start with setting the ‘theme’ of what you do (I am an experienced Sales Professional, I am a knowledgeable Operations Manager, I am a multi-skilled Office Manager, etc). If you have a qualification, this is where you would tell them.
2. **Current Status** –Tell them what you are currently doing and what you did before that. Just use the title of the job, the name of the company you work for, and what the company does (I’m currently the Design Engineer at ABC Engineering and we manufacture big widgets. Before that I was a Drafter with Acme Metals and did the drawings for steel works).
3. **Areas of Skill** – You can get this straight from your resume. You will need to put one or two sentences together that have impact and summarise what you can bring to a new employer (I love doing new business development and am highly skilled with territory management and direct marketing).
4. **Ideal Role and Future Goals** – This is where you describe the ideal role that you are looking for and what you would like to be doing in three to five years (I’m actively seeking a position as a Purchasing Officer and in the future I’d like to learn more about warehouse management and logistics).

Your Elevator Pitch should be about two minutes long, so if the normal person speaks at about 150 words a minute, it should be no more than 300 words. Use the word count function to keep track.

Make sure at the end to finish your Elevator Pitch with a simple “open” question to get information about the role (Tell me about the position you are looking to fill? Tell me about the person you are looking for? What are three ‘must haves’ for this position?)

Finally, PRACTICE! Get it down pat so it flows smoothly off the tongue and you sound confident and competent.