

MODULE 4: CLOSING THE DEAL



Name: _____ Date: _____

MODULE 4: **CLOSING THE DEAL**

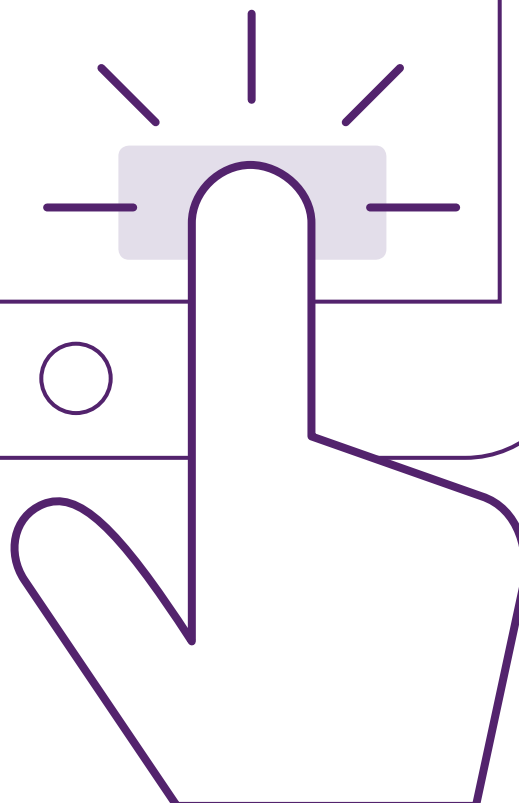
The purpose of this module is to:
discuss networking, how to use social media as a networking tool and how to follow up with the employer after the interview.

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SOCIAL MEDIA TIPS

Posting negative comments about previous employers and posting pictures of alcohol on social media can affect your chances of gaining employment.

Review your post
BEFORE hitting "ENTER."



DIGITAL FOOTPRINT (CONTINUED)

Employers often look at applicants' social media accounts to help determine if they think the individual will represent the organization positively or negatively. Below is a scoring rubric to evaluate your Digital Footprint through the eyes of an employer.

Using the internet, browse through your social media accounts (Facebook, Twitter, Instagram, etc.) and circle any items in the rubric that appear in your posts. Calculate your Digital Footprint total by adding and/or subtracting the number of points above any columns where you have items circled. Take note of the recommended actions, based on your score.

SOCIAL MEDIA RUBRIC

POSITIVE SHARING		NEGATIVE SHARING			
A +2 pts.	B +1 pt.	C -1 pt.	D -2 pts.	E -3 pts.	F -4 pts.
Work experience	Groups, teams, sports & clubs	Politics	Alcohol	Profanity	Drugs
Work-related skills	Volunteering	Religion	Guns	Spelling or grammar errors	Sex
Interpersonal skills	College & career goals	News items	Violence	Negative job or school talk	"Flaming" by name

Jobvite Social Recruiting Survey, found at www.jobvite.com

DIGITAL FOOTPRINT (CONTINUED)

RATING: IF YOUR SOCIAL MEDIA HAS A TOTAL OF...		ACTION TO TAKE
6 pts. or higher	Your social media presence is spotless.	Keep actively managing your public presence.
3 to 5 pts.	You have some blemishes but also share good news.	Minor cleanup needed.
0 to 2 pts.	While you share good info about yourself, it may be tarnished by some oversharing.	Think before you share.
-1 to -3 pts.	The bad outweighs the good! Your overall perception is most likely negative.	Tip the scales back the other way with some positive sharing.
-4 to -7 pts.	NOT GOOD. You share way too many items that can harm your employment outlook.	Major cleanup needed.
-8 pts. or lower	You share it ALL and it's rarely good. This is definitely working against you.	Do over!

TIPS TO IMPROVE YOUR DIGITAL FOOTPRINT

- Share more positive information.
- Avoid sharing too much information; especially information that is seen negatively.
- Contribute to professional conversations you are familiar with.
- Proofread your posts.
- Be careful of whom you associate with online.
- You are not only judged by what you post, but also by the posts of “friends.”

NETWORKING BINGO

LESSON B

1. As it pertains to you, complete the "Me" line for each square on the BINGO sheet.
2. **As a group**, stand up, walk around, and talk to people. This is called "networking." When you find someone who has the same or similar answer as you in each box, write their name on the "Name" line. You may not have the same person's name more than ONE time in the BINGO grid. You will network to complete your grid.
3. Yell "BINGO!" when all blanks are filled in.

LAST EMPLOYER	FAVORITE SPORT	FIRST EMPLOYER	STRONGEST SKILL
Me:	Me:	Me:	Me:
Name:	Name:	Name:	Name:
TARGETED OCCUPATION	BIGGEST FEAR	HOMETOWN	FAVORITE STORE
Me:	Me:	Me:	Me:
Name:	Name:	Name:	Name:
FAVORITE COLOR	TARGETED INDUSTRY	HOBBY	PROUDEST MOMENT
Me:	Me:	Me:	Me:
Name:	Name:	Name:	Name:

NETWORKING BINGO (CONTINUED)

QUESTIONS

1. How could people who share your interests help you network and make good career choices?
2. Who would be the most beneficial connection on your grid? Why?
3. How might a “fun” connection like a hobby or favorite sport help in your career development?
4. Can social media, like Instagram or Snapchat help us network? If so, how? Can it hurt our networking opportunities?

NETWORKING EXAMPLE

“I owe every job I’ve ever had to networking. In fact, my current role is the end result of a relationship that began with a business meeting in suburban Atlanta in 2001 with the current Chairman of the NYSE, Jeff Sprecher.

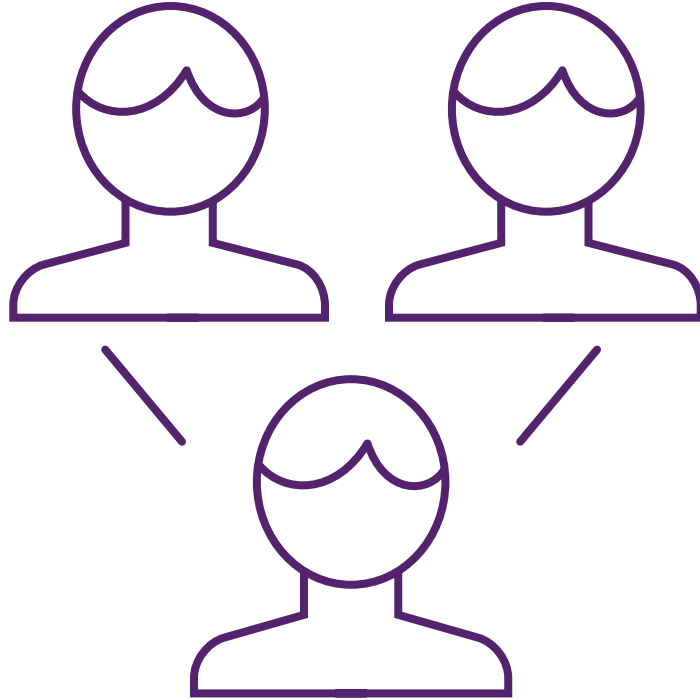
When I walked out of that meeting in 2001, I made a conscious decision to find reasons and ways to stay in touch with Jeff. At the time, Jeff was the founder and CEO of a fledgling commodity-trading marketplace and there wasn’t necessarily an obvious benefit that I would receive from continuing my relationship with him; however, networking is about collecting relationships with interesting or influential people irrespective of the immediate benefit of these relationships.

As it would happen, five years later, Jeff’s no-longer-fledgling business acquired the New York Board of Trade and he asked me to serve as President of this newly acquired business. Seven years after that, Jeff asked me to lead the New York Stock Exchange.

If I had not spent five years after that first Atlanta meeting staying in touch with Jeff, through emails and phone calls, there is no way he would have considered me for president.”

Tom Farley – Fortune Magazine, July 7, 2015

NETWORKING TIPS



NETWORKING TIPS

A 2016 LinkedIn survey showed that **85%** of people found their job through networking.

www.linkedin.com

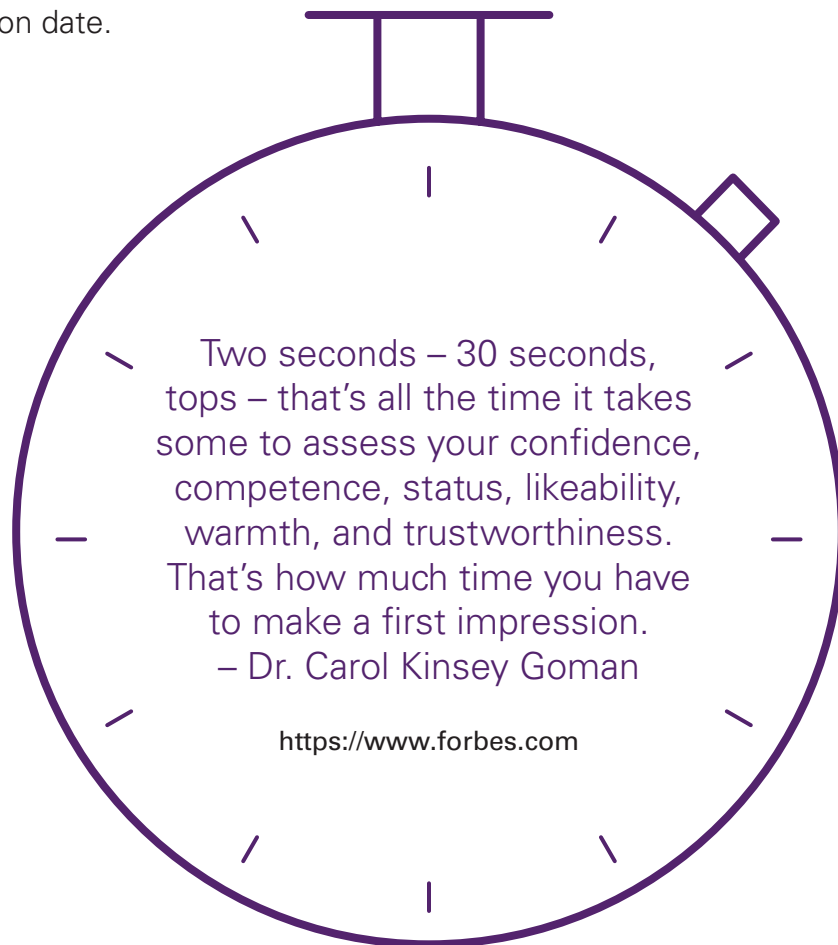
Networking trumps applying directly for a job by a factor of **3:1**.

Meeting new people face-to-face at events and professional networking groups instantly adds substance to any resume for an online posting.

FIRST IMPRESSIONS TIPS

Your last impression begins with your first impression. Here are the tips reviewed in module 3.

- Be friendly with the receptionist.
- Remember and repeat names to interviewer(s).
- Collect business cards from interviewer(s).
- Have a firm handshake.
- Make eye contact.
- Show appreciation.
- Express interest in the job.
- Ask for a decision date.



CLOSING STATEMENT

CLOSING STATEMENT EXAMPLE

After talking to you today, I'm even more convinced that this position provides the kind of challenge I'm looking for. You have shared that you are looking for:

- Three years of customer service experience
- Familiarity with CRM systems and practices
- Track record of overachieving
- High school/Some college

I offer/have

- Five years customer service experience
- Two years working with Customer Insight System
- Two awards for surpassing call intake volume
- Associate Degree in Liberal Arts

Based on what you are looking for we are a good match and I am very interested in working for your company. Thank you for taking the time to meet with me today. I appreciate the opportunity and I look forward to hearing from you.

CLOSING STATEMENT TIP

- Thank the interviewer, his or her assistants and administrative support staff for their time and hospitality.

CLOSING STATEMENT (CONTINUED)

CLOSING STATEMENT TEMPLATE

After speaking to you today, I'm even more convinced that this position would represent the kind of challenge I'm looking for. I want to use my _____ year(s) experience in _____ (occupation or industry), and contribute to new projects. Based on your description, this position would let me do just that.

My _____ skills and proven track record would allow me to excel in the role of the " _____ ."

When can I expect to hear from you?

Thanks very much for taking the time to meet with me today. I really appreciate the opportunity. I look forward to hearing from you.

Draft a CLOSING STATEMENT:

(If needed, use the additional space provided on pages 16 and 17.)

THANK YOU NOTES

THANK YOU NOTE EXAMPLE

Dear Ms. Landry,

Thank you for taking the time to meet with me on Wednesday. I am excited about the opportunity to work at the Dragonfly Inn!

I was thinking about what Michel said regarding customer feedback on your social media channels. In my last role as Guest Relations Manager, I found that personally responding to comments on social media resulted in an overall increase in repeat customers.

I also wanted to say that you were right about the coffee at Luke's. I stopped by on my way home. Delicious!

I will contact you next Thursday afternoon to see if you have any additional questions.

Best regards,
Job Applicant

THANK YOU NOTE TIPS

- Send thank you notes within 24 hours of the interview.
- Here is what a thank you can do for you:
 - Reiterate your interest in the position.
 - Keep you at the forefront of a decision-maker.
 - Reinforce your uniqueness as a candidate.
 - Convey you understand the importance of expressing gratitude.
- Send thank you notes not only to the people you interviewed with, but also key networking contacts who helped you along the way.

THANK YOU NOTES (CONTINUED)

THANK YOU NOTE TEMPLATES

Dear _____ ,

Thank you for taking the time to discuss how my qualifications meet your requirements for the *(name position)*. I look forward to hearing from you by *(decision date)* regarding your decision on this matter. I can be reached at *(phone number)*.

Thank you,

Thank you so much for interviewing me today for the *(name position)*. I loved hearing about your company and *(its global position in the economy)*. I feel my skills are an excellent fit, and I am excited about this opportunity. I will contact you on *(decision date)* to follow up on your decision.

Thank you,

Draft a THANK YOU NOTE to a recent interviewer or networking contact:

(If needed, use the additional space provided on pages 16 and 17.)

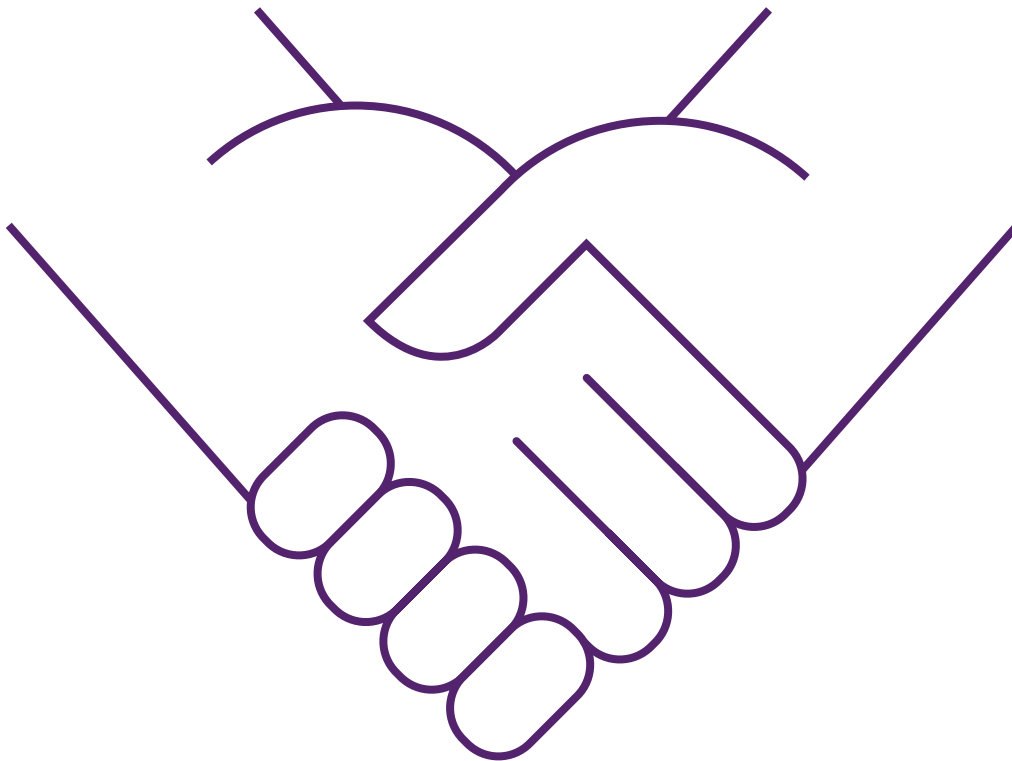
NEGOTIATION FACT

Your time to get a raise, and to get more money, is when you're switching jobs.

Alexandra Levit, co-author of
"Mom.B.A.:
Essential Business Advice from One Generation to the Next"

You have more power as someone who's just been offered a new role than you will as a current employee.

U.S. News & World Reports
October 4, 2017



NEGOTIATING SALARY AND BENEFITS

Receiving the Offer

- Be professional.
- Thank the employer and let them know you are pleased to receive their offer.
- Listen attentively and clarify all components of the offer.
 - Salary, work location, start date, work schedule, probationary period, vacation time, insurance, relocation expenses, bonuses, performance review schedule, merit increases, tool/uniform allowance, etc.
- Suggest a reasonable timeframe for providing your response.
 - Typically no more than a few days

Preparing to Respond to the Offer

- Do your research on the company, position, competitors, industry, growth potential, salary ranges, etc.
- Determine your minimum acceptable salary.
- Know your value; have accomplishment statements ready that quantify how your skills and experience are of benefit in the position.
- Keep in mind your career and family goals, as well as your values and beliefs.
 - What are your priorities: salary, vacation time, having a flexible schedule, having affordable health insurance, having job security, the potential for advancement?

Responding to the Offer

- Be flexible, willing to negotiate, and ready to make this a win-win situation.
- Ask for all concessions at the same time.
- Focus on the total package.
- Do not enter into negotiations unless there is a good chance of you accepting the offer. If accepting the offer is not the right choice for you, be honest.

LINKEDIN BINGO

LESSON E

Write the name of a person, company, event or article you found pertinent or interesting while navigating LinkedIn. Complete as many boxes as you can.

TARGET JOB	WORKFORCE SOLUTIONS EMPLOYEE	JOB RELATED ARTICLE/BLOG	FORMER SUPERVISOR
FORMER CLASSMATE	RECRUITER	NETWORKING EVENT	COMPANY YOU'D LIKE TO WORK FOR
APPLICABLE GROUP TO JOIN	FORMER CO-WORKER	SOMEONE TO ENDORSE YOU	CURRENT CLASSMATE
REQUEST A RECOMMENDATION	AN ACQUAINTANCE	A PUBLIC FIGURE TO FOLLOW	SOMEONE YOU SHOULD NOT CONNECT WITH

30-SECOND COMMERCIAL

LESSON F

INTRODUCTION

Hello, my name is _____.

TARGET

I'm looking for work as a _____.

EXPERIENCE

I have _____ years of experience in _____.

and _____ years of experience in _____.

I would describe myself as _____ and _____.

SKILLS

Examples: Customer service, data entry, answering phones, construction, handling cash, designing websites, auto mechanics, etc.

1. _____

2. _____

3. _____

ACCOMPLISHMENTS

State your accomplishments with action verbs and measurements such as: numbers, percentages (%), and/or amount of money (\$).

1. _____

2. _____

3. _____



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