

# What Are These People Talking About?

## FIVE O'CLOCK CLUBBERS SPEAK IN SHORTHAND



you.” If your B-list likes you, then contact your A-list.

“It fell away through no fault of my own.” Five O’Clock Clubbers know the research: Out of six to ten job possibilities, five will fall away through no fault of their own. The hiring manager may decide to hire no one, will hire an accountant instead of a marketing person, or will hire an employee’s cousin. It’s not the job hunter’s fault. That’s why Five O’Clock Clubbers know that the odds are against them if they’re nursing along only one or two job possibilities.

“I interviewed like a consultant.” The consultative approach makes a job hunter more powerful and calmer during the interview process. Consultants ask questions, take notes, and go away to work on the employer’s problems. One Five O’Clock Clubber visited six of a company’s car dealerships and talked to the manager of each about the insurance coverage they had, then went back to the hiring manager and said, “Since I last met with you, I’ve stopped by a lot of your dealerships and I talked to the managers to uncover their attitudes about the insurance they use. Here’s what I learned.”

Of course he got the job. He was able to do intelligent follow-up because he found out during the interview what was of concern to the hiring manager. He had a consultative mentality.

“I’d like to practice my pitch.” That’s what Five O’Clock Clubbers tell the other members of their small groups. Your Two-Minute Pitch is your summary about yourself for a particular organization. “I’m an international marketing manager.” The Two-Minute Pitch is the answer to the question, “So, tell me about yourself.” At the Five O’Clock Club we say, “If your pitch is wrong, everything is wrong.” The top of your résumé is the written positioning of yourself. The Two-Minute Pitch is the *verbal* positioning of yourself. They must correspond.

“I’m in Stage 2.” Stage 2 is the core of the search. Keeping in touch with 6 to 10 of the right people at the right levels in the right organizations, AND hearing, “I wish I had an opening right now--I’d love to have someone like you on board,” means you have a GREAT search. Get 10 to 20 ongoing Stage-2 contacts.

“I got a C-List offer.” That’s good! Job hunters should practice by contacting first those organizations they’re not so interested in working for. Are they interested in you or not? If your C-list likes you, then contact those on your B-list. Say to them, “I’m already talking to a number of companies in our industry, but I didn’t want to accept a job with any of them until I had a chance to talk with

“I’m a fair person. You’re a fair person. Money won’t be a problem.” Our job hunters try to postpone the discussion of salary until they actually get an offer. This means they’ve won the race and are in a stronger position to negotiate.

As you can see, our lexicon helps Five O’Clock Clubbers outclass the competition.

Kate Wendleton, Editor-in-Chief ●

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Article submissions based on 5OCC methodology are welcome. There is no guarantee of publication. All submissions become the property of The Five O’Clock Club, Inc.

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