

## 18 SEEK DIVINE CONNECTIONS

<b>STRATEGY:</b>	<b>Objective:</b> <ul style="list-style-type: none"><li>• To learn to recognize the “divine” in our daily lives—coincidences, connections...</li></ul>
	<b>Notes:</b>
<b>YOUR TURN:</b>	<p>1. Have you ever experienced a “divine coincidence”? What happened?</p> <p>2. How can you put yourself into situations that are open to divine connections?</p> <p>3. How would your behavior change if you really believed that every interaction is a divine connection?</p>
<b>APPLICATION:</b>	How can I apply this in my life?
<b>FREE READING:</b>	Ecclesiastes 4:9—12 Hebrews 13:2
<b>DECLARE THIS:</b>	<ul style="list-style-type: none"><li>▪ I am never alone. God has arranged divine connections for me.</li><li>▪ I am connected to the body of Christ and under His headship.</li><li>▪ I am committed to helping others succeed.</li></ul>

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<b>TACTICS:</b>	<b>Objectives:</b> <ul style="list-style-type: none"><li>• To determine a list of primary contacts.</li><li>• To learn how to make “cold calls” and get through.</li></ul>
	<b>Notes:</b>
<b>TAKE ACTION:</b>	<b>Start your Primary Contact List immediately</b> <ul style="list-style-type: none"><li>• Family</li><li>• Friends</li><li>• Colleagues</li><li>• Neighbors</li><li>• Associations</li><li>• Church</li><li>• Suppliers</li><li>• Service Providers</li><li>• Former classmates</li><li>• Former employers</li><li>• Former teachers</li></ul>
<b>PRAY:</b>	<b>Thank you, God, for...</b> <b>By faith I receive...</b> <b>Help me with...</b>

## Primary Contacts

[illegible]

## **Breakthrough Tips**

### **Identify the Right Name**

Before you can make a contact, **you need to know the name of the person you are calling.**

- 1) Call the main phone number and ask the receptionist for the name of the executive of the function you are targeting. "Could you please tell me the name of the Vice President of R&D?" Ask the person to spell the name and give you the correct title.
- 2) If the central receptionist is unwilling to give you this information, ask to be transferred to the secretary of that department's vice president.
- 3) If you hit another brick wall with the secretary, call back one more time and ask for Accounts Payable or Billing. When they answer, explain that you were trying to reach the "Director \_\_\_\_." Ask if they could give you a name and extension to prevent any further confusion and misplaced calls like this one!
- 4) Whenever you are given a name and title, ask the operator or company representative to confirm it. "I have some correspondence for Fred Ramirez. Is he still the Vice President of Nursing?" Confirm spelling, title, and address.
- 5) If the name you have, or the one you receive from the receptionist, is initials, an unfamiliar name or is a unisex first name, ask "Is this a man or woman?"

### **Get to the Right Person**

If you find yourself getting stonewalled by receptionists review these tips.

- 1) Use a tone of voice that sounds professional and encourages help. Don't sound demanding.
- 2) Be brief. Be patient. Other calls may interrupt your attempt to get exact information.
- 3) Be courteous. Thank the receptionist for the information.
- 4) Get the name of every secretary and telephone answerer. It is much more cordial and effective to address someone by name, especially when calling repeatedly.
- 5) Ask for the targeted individual by name. "Is (first name) in today?" is a good way to determine whether to call back or delay calling for another day.

### **Make the Secretary Your Liaison**

When the secretary appears to be running interference for the person you are trying to reach, the following ideas will be useful.

- 1) Have a bridge to the decision-maker. "This is Sara Chang. Is Steve available? Joe Washington asked me to call him."
- 2) Establish a relationship with the secretary and ask for help.
- 3) Call at off hours (such as early morning, during the secretary's lunch break, or after hours) when the targeted individual may pick up the phone personally.
- 4) Leave a message if you can't get past the secretary. Do so more than four times since most callers seem to quit after three attempts

## Technology Power

**TELEPHONE—This may still be your most powerful job search tool for connecting with small to mid-size companies. Practice with it until you become really comfortable and the reward will be great.**

### Before the Call

- Establish a goal for the call. Determine what type of call it is, its purpose, and its goal. Do you want information, more contact names, or an appointment?
- Develop a script. Write down the key points you want to say about yourself and what information you want as a result of the call. Use your Executive Summary as a starting point.
- Prepare questions to ask. Start with the most critical, so that if your call is cut short you will still gain the most valuable information.
- Check your research on the organization, industry trends, and significant players. What do you know about the individual you are calling? You want to sound knowledgeable and professional.
- Relax. Take a few deep breaths or use another favorite relaxation technique before you get on the phone. If you are making several calls in a row, stand up and move every few minutes.

### During the Call

- If this call is a result of a referral, mention the referring individual's name as early in the conversation as possible.
- After you have introduced yourself and stated the purpose of your call, along with a mention of the referral source, ask if this is a good time to spend a few minutes talking. If the person is on a deadline, has someone in the office, or is preoccupied with other business matters, you will not get the attention you need for a successful contact.
- Anticipate objections and be prepared to deal with them.
- Be persistent. Stick to your agenda for the call. Keep your objectives in mind.
- Show enthusiasm. Your tone should be positive and enthusiastic when you pick up the phone. Enthusiasm is contagious and energizing. People prefer to talk with upbeat individuals and will quickly get off the phone if you sound down and disheartened.
- Use a conversational, professional tone. Try taping your end of the conversation and listen to it later to see if your tone is appropriate and your message clear. A tape will also uncover any habits such as nervous laughter and throat clearing that you may want to eliminate.
- Take notes. You need to keep track of the information you are gathering, whether it be industry trends, the names of organizations to target, or other contacts to pursue.
- Don't ramble. Get to the point and listen for cues that the person you are calling is impatient and ready for this call to end. If you promised brevity, keep your promise. *Interrupt yourself at two minutes and end the call or ask for permission to continue.*
- Ask. Ask for the information you need, the contact names you want, or an appointment. As the call comes to a close, thank the individual for the time and ask to be remembered if he/she hears of anything that would be helpful to your marketing campaign.
- Express thanks and close. As you end the call, confirm next steps to be taken and offer a genuine expression of appreciation.

### **After the Call**

- Write down your next action steps.
- Fulfill any promise made to the caller. Did you say you would send a copy of your resume? Do it. Did you offer to forward an article from a professional journal? Do it. Did you say you would call back in two weeks? Mark it on your calendar now and do it then.
- Make another call. You will find that you are better at telemarketing right after you've made a successful call.
- Send a thank you note.

### **VOICE MAIL—Don't be discouraged if you are greeted by voicemail. This is an opportunity to sound upbeat and charming and to politely demonstrate persistence.**

- Have a script already written out with an appropriate voice mail message before you make the call.
- Vary the times when you call—early morning, just before lunch, 6 pm...
- Be brief and to the point.
- Pronounce your name clearly, perhaps even spelling it if it is difficult to understand. Give your phone number slowly.
- Give a specific window of availability to receive the return call. ("I'll be at this number between 2:00 - 5:00 pm this afternoon.")
- If there's no return call, you can call again to repeat the process. Call more than 5 times! Most people quit after three. Persistence will pay off.

### **EMAIL**

- Don't send broadcast, impersonal emails. Always send to one person at a time and address that person by name.
- When using someone as a referral, be sure to copy him/her on your email. It alerts the referring party that the contact has been made and let's the recipient know that the referral was "real."
- Send resumes and references in attachments, not in the body of the email

### **JOB BOARDS/RESUME POSTING**

- Create a scannable resume that has no fancy fonts, underlining, clever graphics, or other elements that won't transmit well.
- Post a scannable version of your resume on the major job boards. Just don't "put all your eggs in this basket" if you want a really good job.
- Expect telephone calls and screening interviews at all times. (Weekends and evenings especially!) Be sure your telephone answering message, and those answering the phone, represent you well.
- Use "cut and paste" features and a master document when completing online applications, to avoid typing everything from scratch.
- Guard your time when applying since this is a real long shot for most job applicants. Only invest time if you match position requirements very closely.
- Modify your resume to use the exact terms in the job posting.