KOKO PELLA LLC
High Touch Outplacement

GOODNESS OF FIT – Knock Their Socks Off!

GoF . . .

ONLY use this document . . .

STRATEGICALLY!!!

Use it to ***WOW*** the decision maker or to
OVERCOME RESISTANCE

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GoF . . . When to use

Use to **impress** and **advance** in the interview process

- To **COUNTER** Recruiter **resistance (WAIT to use)**
- To **WOW** the Hiring Manager (HM)
- To **extend** the **duration** of the **interview**
- **With** your **first thank you** note
- With your **final interview thank you**

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GoF . . . Process

- Only create for jobs for which **you're a good fit - 75%+**
- Will take some time to create, 4-5 hours and be multiple pages long
- Create a horizontal 3 column table
  - In column 1 list all job requirements that you meet
  - In column 2 list the company name and your title for each requirement (may adjust this based on industry and job duration)
  - List your experience and accomplishments, your qualifications, for each requirement in column 3

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GoF . . . How to use

- **Recruiter**: *"Let me send you my Goodness of Fit document which will show you how well I fit your job."*

- **End of interview**: *"Let me give you (or I've just sent you) my Goodness of Fit document which shows how well I fit your job. Take a look at it."* (It should extend the duration of the interview.)

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GoF . . . How to use with

- **First thank you**: customize your document with the info that you learned in the interview and send with your first thank you note (should get you a second interview)
- **Final thank you**: WOW the decision makers (HM & SHM) with a full, customized thank you note to show that you understand the job and want it (should get you an offer)

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GoF – Accessing the Hiring Manager

1. Find a **job** for which you're a **good fit** and become a **detective**, discovering the HM's name, title, email and phone
2. **Customize** your resume, cover letter and GoF to the job
3. Send the HM these documents along with a short email to express your interest, mention that you are a very good fit, that you have a question and **don't want to waste the HM's time** so you'll call the next day for a brief call

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GoF – Accessing the HM

4. Call the next day. If you get their VM, leave brief message stating your interest and that you're a good fit – no sales pitch
5. When you speak with the HM, mention that you don't want to waste his/her time and ask, "How do **YOU** see this job, Bob? What are the **KEY DUTIES** of the job, **CHALLENGES** I'll face, and the **GOALS** you want me to accomplish in the first 3-6 months?"

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GoF – Accessing the HM

- You now have all of the information you need and HM on the phone to secure that all important first interview – ***"I'd like to come in and meet with you to discuss your opportunity more fully if you're interested in meeting me."***

  BE QUIET as you just asked for an interview.
- Your **BEST TOOL** to **PREPARE** for interviews

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And now for something COMPLETELY DIFFERENT!!!

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What Information Would You Provide to . . .

Using a table format (at least 2 columns), what information would be helpful to convince that

- ***READY FOR PROMOTION***

- ***DESERVE SALARY INCREASE***

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Ready For Promotion

- List of new ***JOB REQUIREMENTS***
- Your complimentary list of ***ACCOMPLISHMENTS***
- ***Impact You'll Bring (WHY YOU?)***
- ***Other . . .***

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Deserve Salary Increase

- ***Professional Association's Compensation Study*** for your role by state
- ***Zip Recruiter*** offers great salary charts by role by state
- ***Internet*** Resource
- ***Other***

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Kokopella High Touch Outplacement

- *www.kokopella.com*
- *maya.ollson@kokopella.com, 973-534-7311*

- *Other Services . . .*
  - ***BEST RESUME** YOU'LL EVER HAVE!!!*
  - ***DROP IN COACHING***
  - ***ON GOING** PLANNED **SEARCH SUPPORT***
  - ***CLIENTS** Receive **- Informational Interviews in Target Companies***
    - Email & Phone of Hiring Managers of Choice
  - ***"The Road to Job Search Success" Workbook", (see Maya for book)***

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