



## TAKING CONTROL OF YOUR SEARCH PROCESS:

Create a matrix starting with the following:

- Geography
  - Industry
  - Technology
  - Company
  - Offerings
  - Value Prop/Differentiator
  - Sales \$
  - # Employees
  - Members of Executive Team
  - Predecessor vs. new role
  - Recent changes
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- Review on a daily basis those companies (within your geographic reach - start within a certain proximity and then start targeting those areas outside of the "core") that are perhaps in pain or at risk of suffering some pain or may actually be in a restructuring or perhaps growth mode. Use the following sites:

*Get on the daily email list for the following:*

[www.venturewire.com](http://www.venturewire.com)  
[www.newenglandtechwire.com](http://www.newenglandtechwire.com)  
[www.digitalmass.com](http://www.digitalmass.com)  
[www.redherring.com](http://www.redherring.com)  
[www.potomactechwire.com](http://www.potomactechwire.com)  
[www.bayareatechwire.com](http://www.bayareatechwire.com)  
[www.southeasttechwire.com](http://www.southeasttechwire.com)  
[www.europeantechwire.com](http://www.europeantechwire.com)  
[www.digitalmediawire.com](http://www.digitalmediawire.com)

Link for resources for job search and posting of C.V.'s:

<http://64.233.161.104/search?q=cache:zoTpe9TbH1YJ:www.request.net/employment/job-search/+search+firm+and+staffing+firm+and+secondary+education+and+higher+education&hl=en>

**Answer the following question:** what value can you bring to the table based on what you've learned through research? You need to articulate your value proposition and your differentiator.

**Stay away from H.R.** if you are not responding to a direct opening. You'll get the standard - "we don't have an opening in your area right now." You don't need to look for an "opening" - just a potential void (based on your professional opinion). This is a good exercise. It forces you to be able to articulate the void you potentially could fill or the value proposition you bring to the table.

**Lastly, you then need to call those CEO's directly (or the obvious "heads of state" of that business unit):** Be prepared to give your 30 second elevator pitch based on value proposition (offerings) and differentiators. If you are screened by an assistant or secretary tell them that you'd like to speak with him/her about performance, strategy and growth of the organization.

*If they push you to HR say to them:* "I understand and respect that there is an H.R. function; however, if H.R. is responsible for making strategic decisions that impact both direction and R.O.I. for the company, (or for your department or group) without your input, then I'll be more than happy to speak with them first. However, if you are responsible for creating the strategy I'd like to speak with you first. Should you see the potential value that I bring to the table, then I'd gladly speak with H.R."

The search effort today requires a full time effort of both you leading the search and also tapping into your inner circle.

SAMPLE Email or Letter:

**[IT Services Veteran – Label you give yourself] + [Vertical Market Development] + [Onshore/offshore operating experience] = Results for [Prospective Company]**

Hello [ CEO or VP],

I [recently read, researched, listened to a web conference] regarding [your company's] ability [to execute on the market and global delivery aspects of your model in these challenging times]. I have a unique experience with the [specify related model].

[List Brief facts with #'s about your contributions relative to this company's offerings]

I am best described as [an entrepreneurial, market-facing general manager who gets results for my clients, my company, and my team. I can help [Name Co] to build on [state objective].

I will call your office to follow-up.

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