



CDI BEST PRACTICES TIP SHEET

Documents That Job Seekers Need

Freebie Non-Member Bonus!

Many career professionals are simply selling their job seeking clients what they ask for and not necessarily what they need to manage their complete job search campaign.

Far too often, it is easy to sell clients just what they ask for, assuming if they wanted or needed more, they would tell us. But most people will job search only a few times in their lives, leaving them clueless as to what they really need. Sure, they KNOW they need a resume. But they have probably been led to believe the resume is the “magic” bullet.

This tip sheet will help to: (1) Minimize your risk of client dissatisfaction by providing a complete strategy solution, (2) Increase your revenue per client (with less scrambling for dollars per hour), and (3) Help clients to be as successful as possible in their job search.

SELLING FULL SOLUTIONS

As career professionals, it's our job to sell clients complete solutions they need versus the Band Aid solutions for which they ask.

Consider this analogy: When you go to the doctor with an illness, you don't tell the doctor what tests to run. Instead, he/she consults with you, listens to your problems and pains and tells you what needs to be done.

Yes, you do have the option to decline tests and procedures. But likely you will follow the doctor's advice because you don't have a medical degree and don't really know what's wrong with you. Job seekers need us in this same way! So first, you've got to start selling full solutions to them!

Earn More Revenue Per Client (and Reduce Your Risk)

Again, when you close a client on a complete solution, you help them to have a complete solution while making more money. But even if your client chooses not to purchase a package or a suggested service, you've covered the bases and reduced your risk. You've explained what is needed and why. So, later if your client is not having success and wants to blame the one piece of the puzzle that was purchased, you are able to come full circle reminding the client that you explained the process of job search, networking, the hidden job market, and interviewing, and that they opted not to buy the full solution.

So, if the client should come back and say, “It's not working”, you can query what they are doing (and almost always find out it is applying for jobs that the resume isn't targeted for or wasting time applying for positions on job boards, which can have an extremely low pay-off.

The great news is that it is also easier now to segue to helping them get where they need to be. Once you've gently reminded them you can help guide them to the next step. For them to take it later vs not at all will still ultimately lead to success in their job search!

In short, you didn't lead them to believe the resume was the magic bullet, which can happen simply by assumption. If you hadn't educated your client up front on a full spectrum job strategy along with the resume, then the client could be thinking, “I didn't know I needed that other stuff. Why didn't she tell me? I

thought she only quoted me for a resume and LinkedIn profile because that's all I needed. Now I've wasted three months."

The added benefit of this model is that you earn more revenue per client which is a win-win because you need fewer clients to meet and exceed your goals. This model equates to less scrambling and stress and more free time.

Don't stress if you are not a certified coach or don't know the job market. There are wholesale programs you can purchase for your clients. You've got options:

Use the CDI member forum (<http://careerdirectors.com/forum/>) and the Find a Career Pro database (<http://careerdirectors.com/find-a-career-professional/>) to locate someone with the complementary skill set for referrals and partnerships.

Become a CDI Certified Employment Interview Consultant (<http://careerdirectors.com/learn-grow/career-coaching/certified-employment-interview-consultant-ceic/>) and/or a CDI Certified Professional in Online Job Search & Reputation Management (<http://careerdirectors.com/learn-grow/career-coaching/online-job-search-and-reputation-management-ojsrm/>).

Find wholesale job search tools and other programs to add to your package (<http://careerdirectors.com/about-cdi/service-providers/>).

Learn more about how to get referrals with CDI's Business Referral Tip Sheet (<http://careerdirectors.com/library/increase-business-professional-referrals-tip-sheet/>).

Find out about free items you can include in your package to boost value and price with CDI's Freebie Add-Ons to Increase Sales and Package Value Tip Sheet (<http://careerdirectors.com/library/freebie-add-ons-increase-sales-package-value-best-practice-tip/>).

Packages, Products, and Levels

There are multiple ways to sell to our clients, but generally speaking, bundling into packages is the most typical way to deliver services offered to clients at various levels. Many career professionals include at least an hour of how-to strategy or coaching with each package.

An interview readiness package, for example, might include a resume and cover letter in MS Word, PDF, and text or ATS-friendly formats, along with 1 hour of job search and interview strategy/coaching. The package could also include a tip sheet and a 30-day challenge calendar to keep the client focused on and tracking the progress they are making in their job search.

Today, with more than 94% of recruiters sourcing candidates on LinkedIn and companies researching candidates before the job interview is extended, the LinkedIn profile is showing up in most bundles as a must-have product.

Popular levels of service include early career, mid-career / management, and senior / technical / career changer. In short, it fits most job seekers!

CDI President's Tip: Again, never assume! The only time your client isn't a candidate for a package is when they come to you and say, "I have an interview lined up already for next week and the recruiter (internal company contact, etc.) has stressed that I need to make it better showcase my accomplishments. That's about the only time your client really needs a one-off document. (But even then a reference page and some interview coaching is a great recommendation to a custom package). Just because someone is in sales or is at the executive level does not mean they are locked and loaded to job search, network, interview, write persuasive follow ups, and negotiate.

Document Types

The most commonly provided documents across packages are the resume, the LinkedIn profile, cover letter, follow-up letter, and thank-you letter. Items rarely included in packages are the salary negotiation document, career exploration document, and the executive summary.

Clients vary in their learning styles, so CDI members provide a rich plethora of documents, tools, and coaching for their clients, including:

Client Documents

- Branded or professional resume in the following formats: .doc, .docx, .txt, .pdf, and confidential. An ATS version is also an added plus.
- LinkedIn profile.
- Cover letter or template. (By offering discounted rates on the purchase of multiple cover letters, one member has cultivated a small but active group of clients who return to pay for a custom written letter for every job they pursue. These tend to be busy professionals with limited time resources such as sales, management, and senior professionals.
- Cover letter package for employers, known network, responding to ads, and recruiters.
- Follow-up letter or template.
- Thank-you letter or template.
- Executive summary.
- Professional or executive biography.
- References page that matches other documents.
- Business or networking cards.

Coaching & Strategy Services

- Interview and salary negotiation coaching (mock interviews, scripting CAR statements for interview questions, videotaping, bad habit breaking, and overall education).
- Job search strategy coaching (what works and what doesn't, navigating the hidden job market, researching companies, follow up, social search).
- Boot camps, virtual or in-person (one session usually 3 hours for overall education).
- Membership clubs (login for access to a forum, resources, and live Q&A or educational calls).
- One-to-one coaching and support programs.

E-books, Detailed Guides, and Tip Sheets

- How to create, update, and maintain a LinkedIn profile.
- How and when to use each career document including the various versions of the resume.
- How to choose a career.

- How to conduct an effective job search. (One member includes a pie chart of different methods of job search and their success level. This visual aid can truly help job seekers to see how ineffective their focus will be when they concentrate on posted positions).
- How to prepare for salary negotiation efforts.
- How to customize the cover letter.
- How to prepare for interviews.
- Why, when and how to write the follow up letter.
- How to prepare for virtual interviews (with the option to buy an e-book on virtual interviews).
- How to identify and/or contact professional references.
- How to target your resume to different employment positions (keywords, ATS, etc.).

Forms and Scripts

- Job application tracking form (info on each company, job applied for, follow up steps, etc.).
- Network brainstorming form (blank spaces and categories of people to think of for networking).
- Network tracking form (info on each network contact with notes on discussions/follow up).
- Sample script(s) for calling a company.
- Sample script(s) for leaving a voice mail when calling a company.
- Job offer evaluation and comparison check-sheets.
- Free resume critique template accompanying a consultation for prospective clients. The checklist rates resume elements for multiple categories. The client appreciates the detailed information and the process is simplified because the document prompts both parties through the critique process and ensures each client gets the same degree of detail in the critique.

Assessments

- DISC assessment written report.

Other

- List describing other services available (to motivate additional sales).

And so on!

You can see that there is no limit to how you might convert free knowledge you are giving away into helpful instructional tools that will add value and support to your client while boosting the cost of your package.

STRATEGY NEXT STEPS

Repurpose your valuable career products by converting talk-able content into e-books, tip sheets, scripts, done-for-you materials, templates, and more. If your clients are asking certain questions (or you wish they were), let that guide your creativity to create tools to satisfy the demand. It will increase the dollar value of your package and allow you to save time and stop giving away your valuable knowledge.

Again, if you don't personally possess the knowledge, use the suggested resource links above to find the target information.

There are many, many more free member resources on CDI that can immediately help you to fill in the blanks as well! Just perform a keyword search or go to categories on your Dashboard such as Job Search, Resume Writing and Other Career Documents. You can also just click on Best Practice Tip Sheets or Audio Master Classes on your dashboard as well to find many targeted resources.

For example, here are tip sheets you can find free on CDI as part of your membership:

Interviewing, Job Search & Career Coaching

Creating interview portfolios

- Helping older job seekers
- Questioning strategies for coaching clients on job search
- Strategies for job seeker telephone interview preparation
- Educating clients on survival jobs
- Networking for job search success
- Job seekers: keep your balance while looking for a job

Resumes, Documents & Social Profiles

- Creating resumes that visually pop (14 pages!)
- Resume Writing: strategies for interviewing your clients (5 pages!)
- Applicant Tracking Systems (ATS) + sample resume template
- Creating LinkedIn profiles (8 pages!)
- Helping older job seekers
- Strategies for creating military transition documents
- Handling employment gaps in the resume
- Recommended fonts for resumes
- Writing resume for career changers
- Helping clients with multiple job targets
- Resumes and CVs for the UK
- Resumes and CVs for Canada
- Resumes and CVs for Australia

So, jump on the package train today and start tooting your horn down the track! You'll find even happier more satisfied clients and more profit waiting for you at the next station.

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ADDITIONAL CDI RESOURCES

Please see all the links included above, plus:

10 Commandments of Profitable Entrepreneurialism (Core Lesson) - <http://careerdirectors.com/library/10-commandments-profitable-entrepreneurialism-core-lessons/>

Part 1: 3-Step Process to a 97% Close Rate and a 6-Figure Income (Core Lesson) - <http://careerdirectors.com/library/p1000622/>

Part 2: Closing Prospects Over the Phone for Resume Services (Core Lesson) –
<http://careerdirectors.com/library/closing-prospects-phone-resume-services-core-lesson/>

Pricing Strategies for Resume Writing, Career Coaching, and Service Packages (Best Practice Tip) -
<http://careerdirectors.com/library/pricing-strategies-for-resume-writing-career-coaching-and-service-packages-best-practice-tip/>

Why You're Not Closing More Sales and How to Fix It (Core Lesson) -
<http://careerdirectors.com/library/closing-sales-fix-core-lesson/>

Profiting with Client Rush Services and Special Requests (Core Lesson) -
<http://careerdirectors.com/library/rush-services-and-special-requests/>

LIKE WHAT YOU SEE? CDI MEMBERSHIP SPECIAL

Ask yourself:

- Do you wish you could make enough money so you can stop working 24/7?
- Would you like to up-level your skills, boost your confidence and stand out from the crowd?
- Have you thought lately how much you need to spend more time with your kids?
- Are you tired of having others see what you do as a hobby?
- Is it time to build a profitable career business without the stress?



If you answered yes to even one of the questions above, then CDI is your ticket to a new life!

CDI is built on the six-figure success principles that are proven to work for career professionals.

At CDI we are all about making YOU successful.

We know that success is more than just a credential after your name, a monthly newsletter, a membership certificate, or a teleseminar you have to pay extra for on top of your membership fees.

Come see what makes CDI different, how membership will grow your business and how you can save \$80 today with annual membership (or how to gain access for \$25/mo).

Should you decide to join, you'll automatically be able to unlock all the bonus resources above + hundreds more from your member dashboard!

Learn more at <http://careerdirectors.com/join-cdi/member-benefits/>.