



GETTING THEIR ATTENTION:

Resumes and Telephone Interviews

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Résumé

- Purpose of a résumé: Get you an interview
- Consider it your advertising copy
- Can also be used as a “leave behind”



Initial Screening

- Scanned by person (30 seconds) or software.
- Key is “word matching”
- To the extent possible, words in your resume need to match words of advertised job



Reader

- Do I want to read this?
- Turn offs:
 - type font too small (<11pt)
 - no white space (narrow margins)
 - too many words (dense)
 - more than two pages
- Top half of first page is key - Get my attention



Summary

“State your case”

1. Branding

- *Who you are professionally*
- Functional Title & Level (professional/executive)
- Industries (optional)

2. Hard Skills

- Specific functional expertise

3. Soft Skills

- Strengths, experience & personal attributes

4. Impact

- Overall impact/value/contribution to an organization



Sample Summary

SUMMARY

Branding

Hard Skills

Analytical **Senior Software Engineer** with extensive experience designing applications that support internal and external organizational processes. Skilled in all facets of product development life cycle from analysis and design through development, implementation, documentation and user training. Excellent problem solving skills with ability to effectively communicate complex technical information to non-technical audiences. Enhance existing systems with new features and performance improvements.

Soft Skills

Impact



Work Experience

“Make your case”

- Reverse chronological order
- Employer, location, years
- Position (years if more than one with same employer)
- Brief (3-5 lines) scope of responsibilities
- Bullets - Accomplishments:
Results - Action format



Professional Experience

COMPANY NAME, Any Town, Anywhere
Operations Manager

Scope

year - year

Managed daily operations of 100,000 square foot warehouse with 2 supervisors and 25 associates. Directed inventory control, vendor negotiations and physical distribution.

- Reduced shipping errors by 20% and improved inventory turn 15% through bar coding system installed within 60 days.
- Reduced material costs 22% by negotiating “key account” status with major vendors, eliminating inefficient suppliers and qualifying for “preferred pricing” with new partners.
- Created safe work environment (zero lost time accidents over 8 years) by conducting monthly meetings focused on safety and housekeeping.

Results - Actions



Accomplishment Statements: Expanding and Strengthening

Bad

Conducted many training programs in several states which reduced problems.

Better

Conducted more than 45 service technician training programs throughout an 8-state region reducing customer complaints by 22% in a 6-month period.

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Reduced customer complaints by 22% in a 6-month period by conducting more than 45 service technician training programs throughout an 8-state region.



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Technical Skills

- Categories and specifics (two column table without the lines)

Operating Systems:	Windows Vista, Windows 2000, Windows 98, Windows NT, SunOS 5.6, VMS
Software / Languages:	MS Visual Studio .NET, MS InterDev 6.0, FrontPage 2003, Visual Basic 6.0, PowerBuilder 2.0-6.5, MS Access 2007, Developer 4.6, Documentum, MS Word 2007, MS Excel 2007, PL/SQL Developer 4.0, Erwin/ERX 3.5, Oracle PL/SQL
RDMS:	Oracle 8i, Sybase System 10, Informix, MS SQL Server, MS Access 97, Sybase SQL Anywhere
Internet / Web Technologies:	MS .NET Framework SDK, ASP.NET, ADO.NET, Active Server Pages (ASP), XML, JavaScript, VBScript, HTML, XHTML, DHTML, CSS, ADO, MTS, Remote Data Services (RDS), Active-X, MS IIS 4.0 & 5.0



Education / Professional Development / Certification

- Education first
- Highest level first
- Professional development activities
- Certifications
- Professional Societies (e.g. IEEE)



EDUCATION

M.B.A., Finance, Any University, Any Town, Any State

B.S.E.E., Any University, Any Town, Any State

PROFESSIONAL DEVELOPMENT

- ISO Audit Training
- Leadership Development Program, CCL

CERTIFICATION

- PMP, Project Management Institute
- Six Sigma Black Belt Certification

PROFESSIONAL SOCIETIES



- Senior Member, Institute of Electrical and Electronics Engineers, IEEE



Ask Yourself

- Is all the information relevant?
- Is it true?
- Is it positive?
- Is there “white” space?
- 11-12 point type
- Is it clear, correct, and concise?
- Greatest emphasis on most recent or most relevant work?
- Don’t hesitate to make a second submission.
- Do you need transition business cards?



Tips

- Write your own resume!
- Avoid colored paper, fancy folds, photos.
- Clearly state your strategy and positioning.
- Make your points quickly.
- 2 pages.
- Keep the look simple.
- Avoid using personal pronouns.



More Tips

- Use the past tense. (“Led” not “Lead”)
- Use the left-hand margin for emphasis.
- Choose the strongest action verbs.
- Spell out abbreviations (if you use them more than once).



Look carefully

- Have you mad doubly sure there are no typos?
- Have you used the right sintax?
- Have you used proper punctuation?
- REMEMBRE:
- Its got to be letter purrfect
- Spell Check is NOT spell check;
 - it's typo check (“led” vs. “lead”)



Phone Interview

- Getting through the initial screening
- Getting to the face-to-face interview



General Issues

- Know who you are talking to. Initial screening by HR Person. May NOT be technically savvy
- Your first impression could be your outgoing voice mail message. Make it professional - no kids, music, etc.
- Do you want to get calls on your cell phone? You could be in a place where it would be hard to interview.



Preparation

- Research the company – know their stuff
- Check Google & LinkedIn for caller details
- Resume, application, calendar, and their company background immediately available
- Be in business mode



Prepare Talking Points

- Most frequently asked questions
- Clarify a troublesome aspect of your resume
- Metrics for your key accomplishments
- Salary history / expectations / requirements (or not)
- The 2-3 questions you absolutely dread



Frequently Asked Questions

- Tell me about yourself
- What are your strengths?
- What are your weaknesses?
- Why did you leave your last job?
- What is your management / work style?
- What are your future career plans?



More Frequently Asked Questions

- Why are you interested in us?
- How did you get along with your last manager / co-workers?
- How would your peers, direct reports or last manager describe you?
- What are your salary requirements?



Practice

- Record yourself
- Tone, pacing, inflection replace body language
- Carries more of the “message” than the words
- Show passion



Before the Phone Interview

- Turn other phones off
- Turn off call-waiting
- Have a glass of water ready



During the Call

- Listen intensely – no interrupting
- Clarify the question if you don't understand it
- Concise, fact-filled sentences
- Answer the question asked in less than 2 minutes
- Ask if they want more information



During the Call

- Don't rush your words – speak each syllable; use stickers as memory aids.
- Jettison the jargon, unless you know the other person understands it.
- Consider standing to optimize voice quality.
- A smile helps to transmit warmth and friendliness through your voice.



Salary Questions

- Do your homework. Know your worth in the market.
- Defer the question to the face-to-face interview
- Avoid giving an exact figure
 - for your desired salary or current salary
 - provide a range to negotiate for bonuses, benefits, time off, etc.



As the Call Closes

- Understand the next step(s) in the process
- Express interest in a face-to-face meeting
- Get their contact information
- Agree on when/how you can contact them
- “Thank You”



Remember

- Be in the Coast Guard – Semper Paratus.
- Watch phone manners with all unknown callers.
- Disable blocking devices.
- Maintain 100% reliable voice-mail; call yourself occasionally.



Now It's Your Turn

