

EP. 3 - The Three Challenges of Being Found

Overview

This video explores three key challenges job seekers face when trying to get noticed by recruiters and hiring managers. These obstacles often go unrecognized by candidates, leading to missed opportunities and frustration in the job search process.

1. You Don't Know Your Skills or Value:

Many candidates struggle to identify their strengths and fail to understand what makes them valuable in the market. Recruiters can often tell quickly whether a candidate will fit the role, and mismatches usually stem from poor self-assessment. For example, candidates may focus on the wrong attributes or fail to translate their experience into the skills that align with the industry they're targeting.

- **Example 1:** A sales rep with 15 years of experience in the food and beverage industry struggled to transition to pharmaceutical sales. Despite her years of experience, her resume lacked relevance to the industry she was applying for—she had no education or background in medical sales, and her resume was unfocused, too long, and devoid of statistics.
- **Example 2:** A 26-year-old sales rep who excelled in business development (BD) wanted to transition out of it, despite having an 80% closing ratio and earning substantial commissions. He disliked the process, but his skills and success in the role suggested that a better solution would have been to hire an assistant to handle admin tasks, allowing him to focus on selling.
- **Solution:** Candidates should perform a thorough self-assessment of their skills, focusing on what they excel at and what they enjoy. Seeking feedback from trusted colleagues and friends can help provide a more authentic perspective. Understanding your strengths is crucial in promoting yourself effectively.

2. You Don't Know How to Promote Yourself or Network:

A key challenge many candidates face is the inability to market themselves effectively. Candidates often rely on traditional application processes, missing out on the hidden job market where many high-paying roles aren't advertised at all.

- **Personal Pitch Example:** Jordana shares her approach when promoting her recruitment agency, focusing on her unique selling points, experience, and industry connections. She emphasizes that job seekers must know how to present themselves similarly, with a focus on networking and demonstrating their value to hiring managers.
- **The Hidden Job Market:** Many high-paying roles are not posted publicly to avoid the hassle of sifting through countless applications. Companies rely on recruiters to find qualified candidates, often making "backdoor deals" that bypass the traditional application process. If you're not actively networking, you're missing out on these opportunities.
- **Solution:** Job seekers must have a target list of companies they want to work for and network with decision-makers at those companies. Building relationships with recruiters and using platforms like LinkedIn to get noticed by higher-ups are essential steps in accessing these hidden roles.

3. You Don't Know Where You Want to Work or Why:

Candidates often lack clarity about where they want to work or what their ideal job looks like. Knowing your target companies and why you want to work for them is crucial because many roles are filled through recruiters rather than public postings. Without a clear plan, candidates are left hoping for opportunities instead of strategically pursuing them.

- **The Recruiter's Advantage:** Recruiters are used by companies for several reasons, including confidentiality, strategic hires, and reducing the volume of applications. By working with recruiters, companies can focus on quality over quantity, ensuring they hire candidates who not only meet the job requirements but also fit the company's culture and values.
- **Solution:** Job seekers need to create a "hit list" of target companies and understand their personal and professional motivations for wanting to work there. This clarity will help candidates tailor their job search, network effectively, and stand out to recruiters.

Conclusion:

The three biggest challenges in getting found by recruiters and hiring managers are a lack of self-awareness regarding skills, poor self-promotion and networking, and an unclear job search strategy. By addressing these issues, candidates can greatly improve their chances of getting noticed, interviewed, and ultimately hired for high-quality roles.