

Wylie Blanchard

You're hired!
Creating value before
and after the interview



Speaker



- **SQL Server Professional**
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 - MCSE: Data Management and Analytics
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- Pizza Connoisseur (self proclaimed)



Presentation Summary

Landing a gig as an employee, consultant or contractor has become highly competitive. You need to differentiate yourself in a way that tells the hiring manager that you are more valuable than everyone else.

In this session, I'll share 3 things that I've learned from my experience as an employee, hiring manager and consultant that will help you market your expertise, create new opportunities and get them saying "you're hired".

Agenda

- Identify Pain Points
- Testimonials
- Value Proposition letters

Need a plan to scale your career see presentation
“Become a SQL Pro who’s in High Demand ”

Identify Pain Points

- What problem is the employer trying to solve
 - It's often more than just filling an open position
 - Strategy
 - Improving system process
 - Making/Saving money \$\$
- Post interview
 - Remind the decision maker how you the above

Testimonials

- Testimonials are the most powerful tool in your passive tool box.
- Get testimonials from clients, past bosses, employees, vendors and/or committee members.
- Display them online and on your “source of truth”

How to get testimonials

- Short quotes relating to areas you were most successful in
- Pick at least 5-10 contacts
- Call or ask them for **SHORT QUOTES**. Not letters. Tell them **WHAT** you want them to write about.
- Compile these quotes on a separate page.
- Use the “quote”, then write the person’s name, title and company.
- The shorter the better. If your contact has given you a text heavy paragraph with much superfluous information, pick out the sweet spot and don’t use the rest.

Testimonial Examples

- LinkedIn:
<https://www.linkedin.com/in/wylieblanchard/>
- Website:
 - <https://wylieblanchard.com/contact/success-stories/>
- Paper example

Value Proposition Letter (VPL)

Dear Mr. Decision-Maker,

Do you need a dependable Janitor?

As Janitor for Widget Enterprises, I improved the cleanliness of their building and reduced maintenance costs more than any other Janitor in the history of their company. Here are a few specifics:

Saved \$20,000 per year by upgrading lighting fixtures to fluorescent.

Reduced visitor waiting time to zero by opening on time for three years in a row.

Improved response time for maintenance issues 50% by implementing an email request-for-services system.

Our company was recently sold, and I am looking for a position that allows me to contribute in a meaningful way. I should mention that my recent compensation has been north of \$12 per hour.

Please call me and let's explore how I can help you. Thank you.

Sincerely,



Traits of a Value Proposition Letter

- **A statement of value.** Briefly answers the question: what good are you to me and my company?
- **Briefly describes your quantifiable results.** Speaks directly to the \$\$ %% results you bring.
- **Less than 150 words.** Short and powerful—shorter letters get read. Long letters get skimmed or not read at all.
- **Directed to a key decision maker.** Traditional letters get sent to internal recruiters, HR, or the “hiring manager” with very limited results. VPLs are sent to the highest ranking decision maker: CEO, CIO, division president, or division director.

Why does it work?

- **VPLs are results-focused.** Again, a VPL is solely focused on your quantifiable results, not your soft skills or “what you do.” In a VPL every single word counts. For this reason, although they are shorter, they are often more difficult to write.
- **VPLs are short.** They get read, from top to bottom, period.
- **VPLs demonstrate to the reader that “you get it.”** Key Decision makers are focused on the big picture and bottom-line results. They are naturally wired to find interest in a short and sweet letter describing what happens when you do what you do.

Skip the Gate Keepers

- **HR, internal recruiters, and hiring managers are hard-wired to focus on matching up tasks and qualifications.** Decisions are made when you make a connection – which is done with the decision makers.
- **It's near impossible to negotiate with gate keepers.** All of the real decisions (salary, vacation, bonus, work environment) are made by the decision maker.
- **Too many applicants to review.** You're just a number in a large pool of applicants to gate keepers. Real connections cannot be made here.

How VPLs differ from a cover letter?

- **Cover letters are long and are “skimmed” just like a resume.** Shorter resumes with specific words and phrases bolded, tables, charts, and call out boxes with testimonials and sections that are highly organized and readable like a “framed story” have proven to get more results. VPLs that are much shorter and more direct have a similar, powerful effect.
- **Cover letters are packed with soft skills like “team player” and words like “driven.”** VPLs have none of this language or “filler.”

How to use VPLs in your job search

- Send to a company for a posted job.
- Send with or without a resume.
- Use for going direct when tapping into the hidden job market.
- Use for sending to recruiters.

Example: Value Proposition Letter

Paper example

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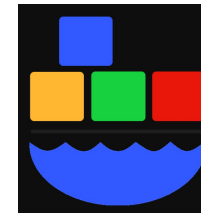
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