

Wylie Blanchard

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



# Speaker



- **SQL Server Professional**
  - MCSE: SQL Server Data Platform
  - MCSE: Data Management and Analytics
- **Website:** [WylieBlanchard.com](http://WylieBlanchard.com)
- **Linkedin:** [in\WylieBlanchard](https://www.linkedin.com/in/WylieBlanchard)
- 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

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“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

# Thank You

**Feedback**

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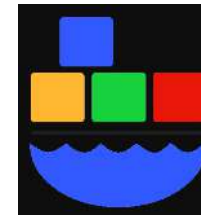
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