



Fall River Herald News – A Four Part Series

Job Search (From an Employer's Point of View)

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Part I

The Perfect Candidate (from an Employer's Point of View)

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Although the region's unemployment numbers continue to improve, many people throughout the area continue to look for their next position. Having built organizations for a number of corporations, and currently advising employers who are seeking candidates, I thought it worthwhile to examine the job seeker, from the job provider's point of view.

After all, this matchmaking process is not just about you, the job seeker. It's mostly about them.

When in hiring mode, a business is looking for someone to fill a hole, to accomplish things they can't do without someone in that position. Some job seekers might come to a prospective employer and view the position as an "opportunity to learn" – and learning is nice, but they're running companies, not schools. As a job seeker (from the employer's point of view), you need to bring something else to the table.

To begin, you must come across as interested. Even if you're not interested in the specific position, or even in the company once you start learning more about it, it's imperative to stay engaged (and don't play hard to get) The employer may be trying to fill, say, a circle position and see you as more of a square, but it's possible that a year, or month, or even a week later, a square position might come along. Making a good impression – which includes coming across as competent, confident, positive, well-spoken, interested, and smart – will keep you at the forefront of the employer's mind should a good fit develop.

Likewise, should the employer hear of a good fit at another company (because employers network too, after all), chances are they'll not hesitate to refer you for the position. (Really – this happens *all the time*.)

Should you be called for an interview, it might be tempting beforehand to guess what questions will be asked and then prepare an appropriate and safe response. Chances are, though, if you guess right and the potential employer asks one of your anticipated questions, you'll only sound stale and

rehearsed, instead of positive and genuine. Therefore, it's less important to know the questions and more important to have a firm grasp of core answers to any question – know your background, talents and accomplishments. And if an employer senses you're unexcited about talking about your own experience, they may question the excitement you'll bring to and offer to their organization.

During interviews, should the matter of compensation arise, whenever you can, unless you know that company's specific compensation structure, focus your response on your most recent or current compensation. Every good employer knows that to be a key starting point as they structure a fair offer that will both attract and retain you.

Finally, in all job search matters, potential employers take note of the simple things (or lack thereof), like basic manners, proper English, and good posture. Always make sure to thank a potential employer for their time, make certain they know that you're very interested in the position and what you can offer the company. And as it happens, maintain your professionalism, even in defeat – and there will be some defeat.

Regardless of position or industry, keeping in mind what potential employers are looking for will help job seekers to present themselves as valuable future assets to any company.

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