

Making Friends in High Places - Sowing Seeds in Fertile Soil

Create a garden of contacts in companies of your choice.

By Glenn L. Wise

Friends help friends, so make some friends inside the companies of your choice. A friend will give you heads up when a job surfaces inside the company. A friend will advise you on when and where to submit a resume. They will help you say the right things on the resume.

A **casual** contact may not be interested in helping you get inside information on a job. They will likely not even remember you when a job that fits you surfaces.

However, a friend will know you well enough to recommend you for a position.

So, how do we make such a friend in the companies of our choice?

We start by carefully selecting the companies that we would really like to work for in the future. We then target these companies to develop friends who will keep their eyes open for us.

Companies are good to work for because:

Their employees enjoy working there.

You would fit with those kind of people.

You would fit in that type of work environment.

You respect and appreciate the product or service they produce.

They have sound management practices.

They have a bright future for growth.

They are located in the right place.

It will probably take some informational interviews to determine if a company is right for you. So, we launch into a campaign of informational interviews to accomplish two things:

(1) research a company to determine whether it qualifies to go on the priority list, and

(2) develop acquaintances which can be nurtured into friends who will function as advisors and lookouts for inside positions.

The preferred methods to get those informational interviews are in the following order:

Canvas **existing friends** and contacts for names of employees of these companies.

Canvas **casual acquaintances** in associations such as churches and Triad Job Search Network for names for an informational interview.

Cold call inside the company with the express purpose of getting an informational interview with someone **in the department we would hope to work in**.

Cold call inside the company for an Info Int. with someone in the **sales or marketing department**.

It is assumed that several new contacts inside the company will be generated from each informational interview obtained within the company.

Temperature of the call to a contact from:

Your friends who have friends inside the company - hot
An Informational Interview conducted inside the company - very warm.
An Informational Interview conducted outside the company - warm
Your acquaintances – tepid
Cold call in your department – cool
Cold call in sales or marketing – cold

Ingredients for a friendship to develop:

Mutual respect for each other.
Trust established.
Willingness to help each other.
Frequent contact and updates on status.
Sincere appreciation for help provided.

Assume that each informational interview has the potential to develop into a new friendship or at least a business relationship.

Business friendships or relationships develop over time. It is up to you to put out the effort to develop that relationship.

Stay truthful at all times about your intentions and use of the person's influence. However, do not presume on the person and push for information or action. When conducting the Informational Interview, do not lapse into the job seeking mode by submitting a resume. This can be done later when the contact calls with a hot lead on a job after you have declared the company as being on the list of desired places to work.

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