

Company Target List Guidelines

Target List

After researching career areas and the job market, you are ready to build your target list of companies, prioritized by your level of interest. This list should contain about 20-50 names of companies or organizations within your chosen industry and geography. You can use your target list to focus your job search, showing you how to allocate your time.

In a single day, you can implement your job search (or launch your campaign) by sending out personalized cover letters and targeted resumes to every contact on your prospect list. Five days later, you should follow up with a telephone call. Your telephone call should be directed to the department head. You should inquire about a possible appointment to meet at his or her convenience, to get advice on career options and to learn more about the company.

Identifying Contacts at Companies

Once the target companies are identified, you can focus on building a list of contacts within the companies. Some contacts may be found from Directories or Journals, others may be more personal by using the Networking Grid career brief.

Some contacts may be found by "Cold Calling," calling a person with whom you have had no prior contact and for whom you have no detailed information. Once you have established rapport with this contact, this previously unknown individual becomes a source of vital information who can now provide referrals and job leads. This person may be hiring or may know the names of employers who are hiring. This informal method of contacting prospects requires an assertive approach on the part of the job hunter.

Target List Grid:

Priority	Company Name	Website	Industry	Size	Geographic Location	Key Contacts	Core Business	New Business Initiatives
1								
2								
3								

Initiating Contact

Pursue the company, not the job. When developing your target list, don't concern yourself with ads for job openings and inquiries into who's hiring; instead focus on:

- Compiling a target list based on companies and organizations who are involved in the kind of work you want to do
- Selecting organizations in your field and initiating contact with them
- Including small or medium-sized organizations, contacting the manager whenever possible
- In larger organizations, asking for the person in charge of your desired career area

Key Points to Consider

- Whenever possible, go directly to the department of interest instead of HR. They know what the needs are, even if it hasn't been expressed and will be a good source of information.
- Do not ask for a job... yet.
- Get to know the "gatekeepers." If the person you are trying to contact has an assistant, a secretary or a receptionist who screens phone calls and arranges appointments for that person, introduce yourself and, without being pushy, try to establish a relationship. Get the person's name and make sure that he or she knows your name, building your reputation early.