

Product Overview

Created and presented by a Certified Career Management Professional with extensive experience in both outplacement and executive search, **The Hire Road™** is the single most comprehensive job search tool on the market today for you, the recent college graduate. As you develop into a working professional, **The Hire Road** will continue to be an invaluable resource as you face the inevitable challenges associated with career transition.

Using a combination of video, flash, and animation **The Hire Road** seminar focuses on four key milestones to overcome your biggest challenge in job search: how to differentiate yourself in today's highly competitive job market.

Covering every aspect of job search these four milestones are:



PACKAGING – Developing Innovative Marketing Tools

Teaches the job seeker how to develop innovative marketing tools that go far beyond the traditional resume and cover letter, such as their Biography, Management Endorsements and Post-Interview Packet.

PROMOTION – Broadcasting Their Value

Introduces unique strategies and techniques that help the job seeker successfully penetrate the hidden job market by broadcasting his or her value to the business community.

PRODUCT DEMONSTRATION - The All-Important Interview

Teaches the techniques to conduct a proactive, strategic interview that will greatly enhance the chances of winning the job offer.

PRICING – Negotiating Their True Worth

Teaches the job seeker how to negotiate the difference between what they're offered and their true worth to the organization.

Interview Questions (Audio Presentation)

Your interview is the most critical component of your job search. With **The Hire Road** you can now prepare thoroughly by listening to a narration and discussion of almost a hundred questions you may be asked during the interview, including questions you should consider asking the hiring manager.

"While using The Hire Road College Graduate Version I felt like I was having one-on-one coaching sessions. This personal feeling was coupled with a fresh perspective about the job search and attainment process, making it a truly unique program. The resources that accompany instruction were great for aiding me in carrying out the lessons taught in the program."

J.P.
University of California, Santa Barbara
Santa Barbara, CA

Product Resources

[RESUMES](#) | [BIOGRAPHIES](#) | [COVER LETTERS](#) | [OTHER RESOURCES](#) | [READ MORE TOPICS](#)

Using video clips, narratives and animation, **The Hire Road** is an ongoing resource that provides a wealth of information for both recent college graduates and working professionals. In addition to expanded information in text form on each topic presented, the seminar includes a wide array of electronic resources, including samples and templates, which enable the job seeker to conduct a structured job search without concern for additional materials:

CG – College Graduate

WP – Working Professional

<p>Resumes</p> <p>Chronological Resume (with template) CG - Sample 1 (Sales & Marketing/Entry-Level) CG - Sample 2 (Mechanical Engineering/Entry-Level) CG - Sample 3 (Accounting/Entry-Level) CG - Sample 4 (Graphic Designer/Entry-Level)</p> <p>WP - Sample 1 (Chemical Engineer) WP - Sample 2 (Administrative Management) WP - Sample 3 (Transportation Specialist)</p> <p>Functional Resume (with template) CG - Sample 1 (Marketing Associate/Entry-Level) WP - Sample 2 (Organizational Change/Training)</p> <p>Combination Resume (with template) WP - Sample 1 (Information Technology Executive)</p>	<p>Biographies</p> <p>CG - Sample 1 (Marketing) CG - Sample 2 (Accounting) CG - Sample 3 (Public Relations) CG - Sample 4 (Information Technology)</p> <p>WP - Sample 1 (Marketing/CRM) WP - Sample 2 (Human Resources) WP - Sample 3 (Manufacturing/Operations) WP - Sample 4 (Financial Operations) WP - Sample 5 (Sales and Marketing) WP - Sample 6 (Training and Development) WP - Sample 7 (Accounts Receivable) WP - Sample 8 (Manufacturing)</p>
<p>Cover Letters</p> <p>CG - Traditional Job Listing Letter – Sample 1 CG - Traditional Job Listing Letter – Sample 2 CG - Traditional Job Listing Letter – Sample 3 (Blind Ad) CG - Strategic Job Listing letter CG - Strategic Referral Letter CG - Strategic Value Letter CG - Follow-Up Letter – After 1st Interview</p> <p>WP - Strategic Research Letter WP - Strategic Networking Letter WP - Warm Referral Approach Letter WP - Post Meeting Thank You Letter WP - Post Meeting Thank You Letter – Warm Referral WP - Post-Interview Packet – Sample Cover Letter WP - Follow-Up Letter – After 1st Interview WP - Turndown Follow-Up Letter WP - Offer Acceptance Letter WP - Offer Acceptance Network Letter WP - Offer Rejection Letter WP - Search Firm Introduction Letter</p>	<p>Other Resources</p> <p>CG/WP - Accomplishments – Examples CG/WP - Functional Skills – Examples CG/WP - Action Verbs – Examples CG/WP - Post-Interview Packet – Sample Front Cover CG/WP - Post-Interview Packet – Sample Value Proposition CG/WP - Financial Analysis Worksheet – Example CG/WP - Job Offer – Major Component Checklist - Example</p> <p>CG - Faculty and Management Endorsements – Example WP - Management Endorsements – Example</p>
<p>Read More Topics</p> <p>Packaging: Determining Your Value, The 10-Second Commercial, Business Cards, Online Templates, Chronological Resume, Functional Resume, More You Should Know About Resumes, The Biography, Cover Letters, Management Endorsements, References, The Post-Interview Packet, Portfolio of Sample Work</p> <p>Promotion: Playing the Internet Lottery, Identifying Hiring Managers, Networking, The Traditional Resume and Strategic Biography, Strategic Cover Letters, Keeping in Touch with Professional Contacts, Working with Executive Recruiters</p> <p>Product Demonstration: Situations That Trigger an Interview, Further Preparation for the Strategic Interview, Pre-Interview Research, Handling Salary Questions, Factors Affecting a Great First Impression, A Good Fit?</p> <p>Pricing: Leverage in Negotiating, Key Considerations, Your Walk-Away Number, Company Life-Cycle, Your Worth in the Marketplace, Throw-Away Items, Salary Negotiations</p>	