

Product Overview

Created and presented by a Certified Career Management Professional with extensive experience in both outplacement and executive search, **The Hire Road™** represents exceptional value as the single most comprehensive job search tool on the market today.

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

PROMOTION – Broadcasting Your Value

Introduces unique strategies and techniques that help you successfully penetrate the hidden job market by broadcasting your value to the business community.

PRODUCT DEMONSTRATION - The All-Important Interview

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

PRICING – Negotiating Your True Worth

Teaches you how to negotiate the difference between what you're offered and your 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.

“The Hire Road was pivotal in my search for new employment. The program gave me all the professional tools necessary to maximize my employment search, prepare for interviews and create a post interview presentation of myself, all of which enabled me to stand out from the competition and land the perfect job. I would recommend The Hire Road to anyone who is looking to put all the integral pieces of a new employment search together.”

Leslie Rush
Oceanside, 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 you with a wealth of information. 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 you to conduct a structured job search without concern for additional materials:

<p>Resumes</p> <p>Chronological Resume (with template) Sample 1 (Chemical Engineer) Sample 2 (Healthcare Marketing Executive) Sample 3 (Product Marketing Management) Sample 4 (Sales and Sales Management) Sample 5 (Administrative Management) Sample 6 (Transportation Specialist) Sample 7 (Graphic Designer)</p> <p>Functional Resume (with template) Sample 1 (Marketing Communications Manager) Sample 2 (Organizational Change/Training)</p> <p>Combination Resume (with template) Sample 1 (Information Technology Executive)</p>	<p>Biographies</p> <p>Sample 1 (Information Technology) Sample 2 (Marketing/High Technology) Sample 3 (Finance/Accounting) Sample 4 (Production Engineering) Sample 5 (Marketing/CRM) Sample 6 (Human Resources) Sample 7 (Manufacturing/Operations) Sample 8 (Financial Operations) Sample 9 (Sales and Marketing) Sample 10 (Training and Development) Sample 11 (Accounts Receivable) Sample 12 (Manufacturing)</p>
<p>Cover Letters</p> <p>Traditional Job Listing Letter – Sample 1 Traditional Job Listing Letter – Sample 2 Traditional Job Listing Letter – Sample 3 (Blind Ad) Strategic Job Listing letter Strategic Research Letter Strategic Referral Letter Strategic Meeting Letter Strategic Networking Letter Strategic Value Letter Warm Referral Approach Letter Post Meeting Thank You Letter Post Meeting Thank You Letter – Warm Referral Follow-Up Letter – After 1st Interview Turndown Follow-Up Letter Offer Acceptance Letter Offer Acceptance Network Letter Offer Rejection Letter Search Firm Introduction Letter Post-Interview Packet – Sample Cover Letter</p>	<p>Other Resources</p> <p>Accomplishments – Examples Functional Skills – Examples Action Verbs – Examples Management Endorsements – Example Post-Interview Packet – Sample Front Cover Post-Interview Packet – Sample Value Proposition Financial Analysis Worksheet – Example Job Offer – Major Component Checklist - Example</p>
<p>Read More Topics (expanded information in text form)</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>	