

## - Weapons of the Job Search Battle -

**The Resume** - To help my clients understand the idea of proving their value in the resume, I created a principal I call the “Meier Multiplier,” which simply notes that your resume should prove to a potential employer that you produce more value than your salary will cost them. For example, if you earn \$50,000 a year, a 10-to-1 “Meier Multiplier,” indicates that you deliver \$500,000 in value. The value is derived from cost savings, efficiencies or revenue gains from projects or corporate initiatives that you lead or supported. It is not necessary to accomplish the value all by yourself, being part of a team that produced good results fits the profile of the “Meier Multiplier” just as well. Therefore, you need to include examples in your resume, at least one from each job, where you produced multiples of your salary in value.

**The Interview** - To convince an employer to be your champion means you need to know the “Champion’s Dilemma.” The dilemma relates to the fact that hiring managers who want to champion your job candidacy are putting their reputation on the line. In other words, they take personal risk to pick you from all your job-seeking competition. To reduce their risk and make them feel safe, you must give them the facts in the interview that separates you from the crowd. The facts you share should be found in your resume. Think of it like this, the resume is your script, you are the actor and your interview is your performance. The best actors must memorize their script so that their performance is flawless. You need to memorize your resume details so that you can lead the employer (your potential champion) through your complex background effortlessly. By memorizing your script and sticking to it, your interviews become less awkward and more successful at producing offers. To memorize your resume, I recommend that you practice going over it with a spouse if you are married, or an associate, sibling, church friend or parent, if you are not. Preparation for an interview is critical to winning a job offer and lack of practice is the same as preparing to fail.

**Salary Negotiations** - The final component of fighting the battle for career success is negotiating the salary. Once you write a compelling resume and interview intelligently you are positioned to win at the negotiation table. Salary negotiations is a pressure packed five minutes, therefore timing is critical. What is important to note is that once you receive a job offer, you are the de-facto “golden candidate” and for the first time during the interview process, power shifts invisibly from the employer to the candidate. This means the company now has a stake in your accepting their offer. They are excited about bringing you on board and don’t want to be turned down. With that in mind, you have to know that a salary offer fits a company’s pre-determined salary range, which at a minimum, consists of three parts: salary floor, salary ceiling, and a salary midpoint.

Example: If you were offered \$60,000 a year plus benefits that make your total compensation \$85,000 per year. The number you negotiate is \$60,000 (the base salary) not \$85,000. During negotiations, you need to find out where \$60,000 fits in the company's budgeted range. To learn where it fits, just ask, "What is the salary range for this position?" I've learned, as a career coach, that companies tend to offer the midpoint or below of the salary range. The reason is they want to give you room to grow in the job, which makes sense to them, but they are not paying your bills. Although this brief article doesn't allow me to go over every negotiation nuance, one key point to note is if the offer is \$60,000 in a range between \$50,000 to \$70,000, and assuming you've convinced the organization that you are the best candidate, it doesn't make sense that their offer is the midpoint of the range. They are contradicting themselves by saying that they think you are exceptional but only worth an average offer. To counter a midpoint or lower offer, just take a moment to review the interview points that center on your exceptional qualities and re-outline their expectations as well as your accomplishments. Get them to concur that they picked you because they feel you are the right person to meet the challenges of the job and then suggest that a salary around \$70,000 a year, since it still fits their pre-determined salary range, appears to be in line with what they expect you to accomplish.

When Christians are prepared to fight the career search battle victoriously and take the time to build an effective career search arsenal they have the best chance to thrive professionally, reach God's destiny for their careers, and win promotions to job titles that allow give them greater influence for God's kingdom.