

# COMPANY OUTREACH



Use the following guidelines: 90% of your time will be connecting directly with companies, 5%-7% will be responding to recruiters, 1%-3% responding to job boards.

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## WHAT TO DO FIRST

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- Follow the company on LinkedIn and Twitter.
- Identify the key decision-makers: CEO, Chairman (person or woman) of the Board, CHRO, Director of HR, Public Relations, Sales.
- Invite these individuals to connect with you by a private invitation (refer to Westgate scripts that you can customize to suit the situation and your voice).
- Respond and engage with their content on these platforms, if possible.
- When you view their profile on LinkedIn, most times they will be able to see that you did so. We can discuss the benefits of this dynamic as we continue to nurture your list.

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## FOLLOW UP CONSISTENTLY

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- Using your CRM system (how you will track your contacts) or Excel spreadsheet or calendar system, schedule a consistent follow-up routine.
- Try a pattern interrupt flow, such as voicemail, telephone, text, email and regular mail. If you typically communicate with the company representative by email, try a phone call or text message.
- Serve them by offering resources that can help them because it creates goodwill and will help them to remember you.
- Do not be discouraged by no response. People are busy and while they may value your input and follow-up, they may not be in a position to respond in kind (at the current time).

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## CONTINUE TO FOLLOW AND CREATE VALUE

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- Set a Google Alert for their organization and their name so that you are notified when the organization's name is in the news, which may present an additional opportunity to communicate with them.
- When appropriate, attend events where your targeted organization(s) will be present.
- Always follow up a meeting with an expression of thanks.
- If you have an area of expertise or a piece of content that would be helpful, send it to them with an invitation to engage (we can discuss this tactic).
- When applying for a job, apply direct to the company website. Before applying, contact the hiring manager, recruiter or other individual. This will save you valuable time if the job is posted but has already been filled.