

Immediate Benefit Career Strategies, July 2005

By Gail Geary, JD, CMC (Career Management Consultant)

This newsletter provides an **immediate benefit exclusively for clients of Atlanta Career Transition**. Each month I will focus on one career strategy that you can immediately implement to increase the effectiveness of your career search, grow your entrepreneurial business, or improve your upward mobility at work. I will also share upcoming events to enhance your career.

Success Strategy 1: Analyze your (ROI) Rate of Return

I recently attended a seminar presented by Action International involving creating a 90-Day Business Action Plan. Part of my homework was to choose and implement six or more income generating strategies in the next ninety days. So, I began the arduous task of formally analyzing the ways that I gain new clients, and calculating my return on investment for each method.

What I discovered was that of my methods of securing new business- referrals, speaking engagements, Internet advertising, clients who buy *Over-40 Job Search Guide*, and repeat customers- I was spending the most advertising dollars on Internet ads directed to my website, but closing a small number of website prospects despite having a large volume of website prospects to contact.

This clear insight caused me to change my sales strategy. I revamped my website to accommodate Internet/ website clients desiring exclusively virtual services and beefed up my closing ratio for all contacts. My July closing ratio is 50% Internet/Website contacts and 100% other sources. (I am very focused.)

How does analyzing your ROI apply to those in the job search?

Create a list of your current job search methods. These can include networking (attending formal networking meetings on a weekly basis and informal networking); posting your resume on Internet job boards; working with recruiters, employment agencies, or retained search firms; attending job fairs; scheduling information interviews; and looking for paid internships. Discover which job search methods are bringing interviews. Try new ones, eliminate or improve upon those that do not work. You will be amazed at your ROI.

How does your ROI relate to entrepreneurs?

Take a look at where you derive your business. Eliminate or improve upon methods with a low ROI. Add new business building methods and work to improve your closing ratio. I am now working with two small business owners to improve their sales closing techniques, positively impacting their ROI. In my corporate career at the Aon Group, (Alexander & Alexander), I was top sales person of out 17,000 employees internationally and later Sr. VP Sales and Marketing. I am here to help you close new business, close an interview, and become more upwardly mobile in your career.

How does ROI apply to those who are currently employed?

For many of my clients, I serve as a business coach after job landing and we meet regularly over the phone for career enhancement. (*I will give you one free hour of coaching for each new client that you introduce to me.*) One of my client's natural work strategies revolved exclusively around quality and quantity of work. He expected to be promoted and rewarded financially. He eschewed what he called Bulls... politics, but worked in what he described as a very "cordial culture. Our new success strategy involves developing strong relationships with upper management and among the "mover and shakers" of his organization. Studies show that social adeptness is more important to career success than intelligence.

Upcoming Events and Free Client Offers

Free to Clients: *Using Age as an Advantage in Your Career Search* presented by me at Right Management on **Monday, July 25th** from 1:30-3:30 PM. Please e-mail me and I will see that you get directions at gail@atlantacareertransition.com

Remembering, Rekindling and Maintaining the Passion-Keeping Your Job Search Alive and Kicking. This program and networking event is from 6:30PM-8:30PM at the Doubletree Hotel in Roswell. I'm attending. Register at www.focusoncareers.com. \$10online.

Look 10 Years Younger Without Plastic Surgery on August 11 at 6PM at the Ashford Club. Presented by Peggy Parks, Image Consultant, my client. Program, hors d'oeuvres, and wine for \$49. Of course I'm attending. RSVP to Peggy at 404-459-2500.

Let me hear about your ROI successes! Contact me at 770-804-8449 or gail@atlantacareertransition.com to jump-start your ROI coaching.