

The Write Stuff

Job Interviews – Landing the Job

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About Me

D. J. Powers Company



"We give you the World"

www.djpowers.com



Maritime Logistics Education Taskforce

D.J. POWERS COMPANY, INC. PROFILE

- **Over 80+ Years of International Service**
 - *Industry specific expertise through high retention of experienced employees*
- **Serving all major ports worldwide**
 - *375+ International Affiliated Agent Offices*
- **Full service 3PL and Global Supply Chain Services**
 - *Transport by Air, Land & Sea*
- **7 U.S. offices, European office in Rotterdam, Asian office in Shanghai**
- **Fully C-TPAT Validated**
 - *All services bonded and licensed*



Client Base:

Fortune 500 and Global 1000 Companies.

SNF Floerger, Innospec, Israel Chemicals Ltd., Gadot, BASF, Fuji Hunt, YKK, Coca Cola, Akzo Nobel, US Dept of Defense, Fuji Film, JCB and numerous US and internationally based manufacturers.

Worldwide Network



KEY

- Our Offices
Atlanta, GA; Brunswick, GA;
Charlotte, NC; Charleston, SC;
Houston, TX; Memphis, TN;
Savannah, GA (Headquarters);
Rotterdam, The Netherlands;
Shanghai, China
- Our Affiliated Offices

D. J. Powers Company, Inc.



"Celebrating 80 Years of Excellence"
1930-2010

www.djpowers.com

Why is writing Important in Business?

- Getting Hired
- Gaining Clients
- Negotiating
- Communicating Effectively
- Getting Promoted

E-mail vs. text messaging

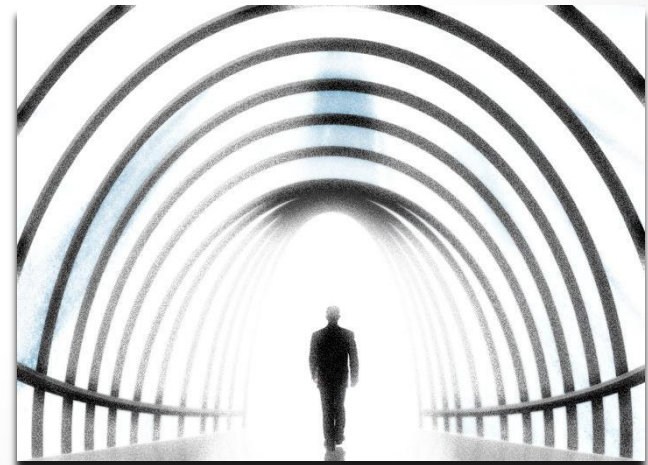
- **Professionalism in business writing**

- Purposeful / Effective
 - Inform
 - Persuade
 - Promote Goodwill
- Concise – clear
 - Remove wordy fillers
 - Redundancy
 - Short sentences
- KISS – Keep It Short & Simple – but do not use abbreviations
- Reader oriented message – who is your audience – not a friend
- Be positive
- Emphasize **important** ideas
- Capital letters where appropriate



The Search

- PREPARE!
- Use form for resume to have all info in one place
- Have a professional email address
 - first.lastname@gmail.com
- **First Impressions count** – Resume, phone, online or in person
- Do you know yourself? What kinds of non verbal messages are you giving?
 - Practice in the mirror
 - Use online resources
 - Stand tall – Fake it until you make it



Online Applications

- Be aware of scams online!
- Fill out all of the requested info and the optional info
- Have your resume nearby for reference
- Database registration – use to stay up to date on openings at your target companies
- Corporate pages
 - Monster
 - Creativecoast.org
 - Dept of Labor
 - Craigslist
 - Glassdoor.com
 - Indeed.com



Cover Letter

- Persuasive Message. Market yourself!
- Keep it brief – one page
- Custom fit - Use key words that are in the job advertisement
- Identify why you are right for the job
- Mention your strengths
- Ask for an interview!
- State when you will follow up
- Be sure to include your contact information



Customer Service Representative

Full Time position. Seeking experienced Customer Service Representative to be responsible for inbound/ outbound customer contact during our busy holiday season. Activities include taking orders by telephone, order entry, and handle customer questions, complaints and billing inquiries with the highest level of courtesy and professionalism to resolve customer issues with 100% guest satisfaction. We are looking for individuals to assist all callers promptly, professionally and with compassion in a variety of situations. The ideal candidate would have previous customer service experience, typing skills of 40 wpm, and an excellent attendance record. Must be a self-motivated, team-player, and have good communication skills. Open availability a plus but not a requirement.

Qualifications

- Excellent verbal communication skills
- The ability to problem solve creatively
- Strong desire to achieve goals
- Basic computer knowledge/skills
- Ability to work in a fast paced environment
- Must be self motivated
- Team player
- Flexibility

To apply, please email resume to generic@mymail.com

Resume

- This is your chance to make an impression
- Custom Fit
 - Experience or Qualifications
- One page
- Using the job advertisement, match your skills and experience to the company's needs
- Classes taken, Certifications held, military experience
- Ok to use older accomplishments
 - Nominations for class president, top cookie seller, performed dance solo, youth group choir, sports, honor roll or deans list
- **Highlight** some phrases

Cultural & Language Barriers

- Technology is bringing us closer
- Use simple English, avoid puns, jargon, slang
- Concise wording will help to ensure that your message is understood
- Listen carefully – follow up in writing
- Be patient, avoid stereotyping



- **BOTTOM LINE:**

Learn more about different cultures

- Tradition, ceremony and social rules are more important in some cultures

Social Media



- Anything that you post is public **forever**
- Pictures you post/ upload / tag / tweet
- Curse words
- Likes – anything that might be used against you
- Do not use nicknames
- Do you know what kind of impression you make online?

A screenshot of the Google Alerts beta interface. It features a search bar with the text "your company name" and a "Preview now" link. Below the search bar are four dropdown menus: "Type" set to "Everything", "How often" set to "As-it-happens", "Volume" set to "All results", and "Deliver to" set to "myemail@gmail.com". A "Create Alert" button is located at the bottom of the form.

Know your Weaknesses & Strengths

- Know your strengths and weaknesses, be prepared to discuss how you overcome weaknesses
- ALWAYS PROOFREAD YOUR EMAILS!
- Use rough drafts
- USE SPELL CHECK
 - Two, too, to; form, from; your, you're; there, their, they're; ensure, assure
 - Grammar
 - Punctuation
 - Names & Numbers
 - Formatting

The Interview- Prep

- Be Prepared
- Research the company online
- Plan out the questions that you have about the position and/or company – be interested
- Map out location – be 10 minutes early!
- Eat breakfast
- Good night's sleep before
- Personal Awareness
 - Mental prep
 - Grooming
- Posture – CONFIDENCE
- Practice your interview
- Be NICE to every person that you come into contact with: parking attendants, secretaries, etc.



Soft Skills

- SMILE
- Eye contact
- Firm hand shake
- Respect Given – Respect Received
- Be honest
- Gestures
- Ask questions
- Organized
 - Bring copies of your resume or portfolio
 - Be sure you bring the exact copies for the position applied for



Attire

- Professional Appearance
- This is not a fashion show
- Be well groomed & neat
 - Clean clothes
 - Good Hygiene
 - Light perfume
 - Don't smell like smoke
- Dress for the job you want – not necessarily the job you are interviewing for
- Overdressing is better than underdressing
- SMILE!
- www.dressforsuccess.org





DO NOT WEAR!



During the Interview

- 7 seconds - Bring the BEST version of you!
 - DO NOT talk about your religious affiliations, political views, how many kids you have or want to have, money problems or any other PERSONAL business
- Establish a relationship
- Turn off your cell phone! LEAVE IT IN THE Car!
- Eye Contact – SMILE
 - Confident but natural
- Take Notes
- No GUM

During the Interview

- Do not criticize
- Don't be afraid to ask questions
- Always be on your toes during your interview
- Be prepared for salary questions
- Be ready for inappropriate questions
- Finish in a positive manner
- Be sure you understand the next step

Following up



- JUST DO IT!
- Write a thank you email
- Write a handwritten note and mail it!
- Short and to the point- remind them why you are the best person for this job and why you would be an asset to their company
- It's ok to call and ask for constructive criticism (this could help you learn for next time)



Network your way to a Job

- Linked In – Keep It Professional
- Industry Sponsored Events
- Volunteer Work
 - Humane Society
 - Hospital
 - Rock N Roll Marathon
 - Second Harvest Food Bank
 - United Way



Let people get to know you!

Remember: You can add these to your resume!

You Can!

- Market Yourself
- Be prepared
- Be positive
- Be Confident
- KISS – Keep it short and simple
- Make a great first impression!
- It's your time to shine!
- Land a job!



Good

Luck!