



Online Job Search Guide

It's a minefield out there! 4,700 registered job boards (and growing daily) covering every niche job area imaginable, including a site dedicated to kayak instructors and another to stunt extras!! Combine that with 17,000 recruitment businesses, most of which have some kind of online presence, employer's advertising directly and the Internet can appear more of a hindrance than a help!

The Internet is now the most common way to search and apply for your next career move. It can be a highly effective tool but spend half an hour reading these notes and practising these skills and you will find your ability to hone in on your target jobs to be far more effective.

Firstly, the Internet shouldn't be your sole port of call. It's great; the choice is vast, application is easy, but it should only form part of your search strategy. I can't remember the exact statistic but it is something like half of all jobs never get advertised as they are filled by either word of mouth or through specialist recruitment consultancies (and often they are the better jobs!)

The Internet can also be an utter waste of time if not used effectively. So, how do you navigate it? Think of it as an expedition - the expedition to your next career move! To succeed you need the right tools (CV's and application letters), the right map and a compass (the right sites, ability to search for the right path and an ability to go in the right direction!), energy (it will take an hour an evening for a couple of weeks to do it properly) and persistence (calling, chasing, following up)

In essence, it is down to planning. Job sites (and the wider Internet) currently works by matching keywords, if your CV contains a keyword and so does the job there's a match – SNAP! If your jobsearch string has keywords that match a job advertised SNAP AGAIN! It is therefore, crucial that you think about what you want in your next career move to be able to write effective search strings. It is also imperative that your CV is loaded with relevant keywords.

WARNING: Searching for a new job can be both time-consuming and stressful. If you place your CV on one of the major job boards, it is highly likely that you will be inundated with 'factfinding calls' from 'factory recruitment businesses' during the first couple of days. So much so that you might consider about taking a couple of days leave after placing your details with a generic job board!

First off, you must choose the sites to search. I would recommend a combination of both sales specific sites, i.e. www.simplysalesjobs.co.uk and generic sites – Monster, Reed, Totaljobs Jobsite, etc.

Now from this point, the key to your 'online' search success is in the detail. All job sites are different and use slightly different algorithms to produce their results, but ultimately you have to list what it is that you are looking for. Ask yourself these questions to list your search criteria:

- What is your ideal location or region?
- What is the exact role that you require? (use generic job titles, i.e. Sales Engineer, Sales Executive, BDM, Sales Manager). The matching software used by many job boards is not particularly sophisticated as it is simply keyword matching. However the top end boards use a combination of keyword matching and artificial intelligence which is really quite impressive to see in action.
- What skills do you have and use specifics such as "degree", "HND", "biochemistry" as many job adverts are written to attract these skills.
- What industry sector of sales do you want to work in?



You simply have to be more 'granular' in your searches. 'Sales Jobs' isn't enough i.e. This random search on Monster produced the following results:

Sales Jobs = 1000 returns
Sales Jobs, Office Furniture = 50 returns
Sales Jobs, Office furniture, Leicestershire = 4 returns

OR

Sales Jobs = 1000 returns
Business Development Manager = 40
Business Development Manager, Leicestershire = 6 returns

The basics are to really think about your skills, your ideal job and your location to match to your ideal job. However, to really hone in on your target job you need to take the search to the next level using Boolean searching techniques. The basics:

- **WRAPPING:** 'wrapping' the text in quotation marks. This tells the search engine to look for the specific phrase rather than individual words. For example: "South East", "Saffron Walden" or "Nano Instrumentation"
- **AND:** Searching using AND will find jobs containing both words or phrases, for instance sales AND pneumatic will look for jobs contacting both of these words.
- **COMBINATIONS:** Combining the term AND together with 'wrapping text' can be really powerful such as sales AND "pneumatic components" will deliver a very specific result of solely pneumatic component sales jobs.
- **WILDCARDS:** An asterisk or * can be really powerful as it replaces a character or multiple characters in a string. For instance Manag* would bring up the results Manager or Managing or Management

We could go on but these basics will be enough for most users and LinkedIn provide a good one pager that can be found here: <http://talent.linkedin.com/assets/Product-Pages/Training/TipSheet-BooleanSearching.pdf>

Using these search techniques will ensure that the jobs are more relevant. If you need a hand with this speak to your Aaron Wallis consultant as our consultants are experts in Internet searching techniques.

Whilst we're on the subject of keywords it will be worth revisiting the notes of 'How to Write a CV for the Digital Age' to give you a helping hand with putting the relevant keywords into your CV.

So, you've inserted the keywords and now you're ready to search. On most job boards the results then give you a 'flavour' of the role (the first 60 or so words of the advert) and detail the main criteria – job title, location, salary package. Most also then give you the option to refine the search from this point – perhaps on salary or further keywords.

Apply for the jobs that you feel are relevant and make a record of the site, job reference, consultancy/employer, contact details (most of the sites capture this detail for you). It is advisable to call the employer/consultancy to qualify that the role is right before sending your details – this will greatly improve your success. If you do not get a response after 2-3 days call the company to confirm your details have been received and chase for feedback and the next steps.



Searching online is daunting for the simple fact that there are millions of jobs advertised (obviously there aren't millions of jobs but it's just that employers place their vacancies with many agencies/consultancies who all in turn advertise the same job in different ways). My advice is to search carefully and decide on no more than ten to apply to rather than simply 'spamming' your CV to everything that looks right. Be specific and get the sites to work for you, most offer a Job Alert service that emails you when jobs matching your criteria have been uploaded. The key is getting the keyword string right. Too vague and generic and you'll be inundated – remember to hone in on the detail.

If you're being too specific change one or two of the variables and run the search again. If it's coming up blanks select two or three agencies/consultancies that have the kind of roles that are in the right area and call them. We don't advertise all of our jobs and often the very best jobs we are able to fill without incurring cost so pick up the phone!

To conclude, as a sales professional you are far, far more than the two sheets of paper of your CV. What makes you a brilliant sales professional? Your drive, determination, motivation, desire, listening skills, ability to think out of the circle and provide solutions, ability to build rapport, etc – none of which you can tell from a CV.

Whilst job boards and the technology that drives them has opened up a choice unimaginable just ten years ago you simply cannot beat the service of a good specialist sales recruitment business. Aaron Wallis focus on getting the culture right, the sales approach right, the team fit right as well as purely skills and experience.

Search away! I hope you've found these notes useful in your online search but remember the best jobs are always filled without ever being advertised! Give us a call to find out more.....