

Strictly Business

By Bob Costa

Marketing is usually a term we associate with advertising, a process designed to expose a product or service to a consumer. Its role in a job search is no different than if General Mills was unveiling a new breakfast cereal. The message is essentially the same. Here I am, and here's why you should consider me.

Marketing's role in the job search process is to help us convince those individuals that are in a position to hire us, to take notice. The point to remember here is to concentrate your efforts on those individuals that are part of the decision making process. You can waste a lot of time and effort with people who you may impress, but ultimately have no say in a hiring decision.

Your first contact with a potential employer may begin with a phone call. Be prepared. Your about to make your first impression, you know the one you only get one chance to give. During the course of your conversation one question you shouldn't fail to ask is if you can send a resume, or better yet arrange for a personal meeting. Remember, the objective is to out sell the competition. You won't accomplish this by standing in the on deck circle.

If there's one word that is synonymous with a job search, it certainly has to be resumé. I can remember falling asleep in my high school English class to a discussion on resumé. And in college, one of the last classes I took was devoted almost exclusively to developing a resumé. So what's the deal? A resumé is a key component of your marketing plan not because it

is necessarily vital to an employers hiring decision, but more so it provides a written summary of who you are, your experience and qualifications. In many instances, employers use resumé to help screen the good, from the not so good. A poor resumé means, before you get to the plate, your being replaced by a pinch hitter.

There's not enough space in a newsletter to discuss what constitutes an effective resumé, there are plenty of sources for that information. Let me just offer these suggestions. Put some effort into the cover letter, Include brief statements about your objectives, your skills, and your knowledge of the golf course, or operation in which your expressing an interest. Also, consider including an addendum to your resumé.

One that specifically describes your skills in the various areas of golf course management. The more information you can provide about yourself, the less likely you will be receiving one of those two paragraph letters. You know the one that begins by thanking you for your interest....

If you're still standing at the plate, consider yourself fortunate. Up till now your marketing plan is working. Clean your spikes and dig in. It's time to put it all together in the interview.

Well before that office door swings open, and your name is called. You should have been diligently doing your homework, preparing yourself so you can fulfill the three interview objectives; making a good impression, gathering information, and sharing your experience and skills. How much information you have been able to

gather **prior** to the interview helps you ask the right questions, and emphasize those aspects of your background that are pertinent to the job. Listen well, and often, and ask questions. You should be prepared to play the role of both the interviewee and the interviewer. Remember the list you developed at the outset? Now is your opportunity to determine whether the position has the potential to fulfill your job objectives. One final footnote regarding the marketing process, regardless of the outcome, a quick thank you note is never a bad idea. No sugar coating please, the objective is not to lessen your chances of being offered the position, just a note of appreciation will do. ♦

Results from GCSANC Tournament at Adobe Creek GC Superintendent

Gross

- | | |
|-------------------|----|
| 1. Mike Clark | 72 |
| 2. Mike Garvale | 75 |
| 3. Tracy Shanahan | 77 |

Net

- | | |
|-----------------|----|
| 1. Terry Grasso | 72 |
| 2. Ted Munnelly | 72 |
| 3. Joel Ahern | 73 |

Affiliate/Guest

Gross

- | | |
|------------------|----|
| 1. Mike Ligon | 74 |
| 2. S. Healy | 81 |
| 3. Tom Hendricks | 82 |

Net

- | | |
|------------------|----|
| 1. Mitch Frasier | 69 |
| 2. Bill Hagan | 71 |
| 3. Dave Archer | 73 |

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