

# GET THE JOB

## Impress Them in Just Seconds

In some cases, that's all the time you have with hiring managers

It's said that the average potential employer spends as little as six seconds reviewing an applicant's resume. That means you need to grab their attention with pertinent and conveniently displayed information right away.

### WHAT THEY LOOK FOR

Facing an avalanche of resumes, recruiters and hiring managers begin their evaluations with a tight focus on required qualifications and notable keywords. That helps them quickly eliminate dozens or even hundreds of applicants who don't appear to fit their parameters. These scans may take only a few moments, whether done by hand or with help from software. Once a smaller stack of applications that seem like a better fit has been created through the culling process, hiring managers return to take a deeper look at those who remain.

Even if some recruiters take far longer than a few seconds on their initial reading of job applications, the goal of quickly highlighting your best qualifications remains sound. Make it as easy as possible for your next employer to understand why they should make you their next hire. You don't want



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to be one of the qualified applicants who may be passed over, simply because their paperwork didn't quickly and succinctly present the desired information.

### WHERE TO FOCUS

Applicants should make sure the most important elements of their candidacy are highlighted in order to make an impression

during this quite limited amount of time. Name and contact information should be in a place of prominence, along with current job title, relevant education details, certifications and professional designations. Your work history, including titles and start and end dates are also part of the initial focus points. If your credentials are in order and easily found, you

should ace the six-second initial evaluation.

### WHAT HAPPENS NEXT

Potential employees should illustrate their capacity to be conscientious and responsible by following up with a phone call or email after applying. Remind them of the recent application, while briefly highlighting qualifications and

skills that make your candidacy stand out. End with a message of thanks for being considered for this open position. If you are in close competition with others for the role, a follow-up call might make the difference. This kind of communication might also convince a hiring manager to give your resume another look if you were initially passed over.