

Workshop Goal

To provide the networking and cover letters tools to help you navigate the job market by helping organizations solve their problems.

Workshop Agenda

- Teach you how develop strong networks by cultivating strong long-term relationships you can leverage throughout you career
- Teach you how to identify pain points and potential solutions in job descriptions and incorporate them into a cover letter
- Show you how networking can help you develop an ideal cover letter

Company Problem Solving Solutions

Company	Mission	Problem they are looking to solve
Google	To organize the world's information and make it universally accessible and useful	
JetBlue	Provide superior service in every aspect of our customer's air travel experience.	
WITA	...dedicated to providing a neutral forum in the nation's capital for the open and robust discussion of international trade policy and related issues	
International Cocoa Trade Council	Aims to be the bridge between cocoa sector stakeholders and the U.S. government.	

Job Description

Position: Member Relations Coordinator

Questions	Answers
What problem is the overall organization trying to solve?	
What problem is the department trying to solve by hiring this Membership Coordinator?	
How is this department expecting the Marketing Specialist solve their problem?	
What skills do they think would help them solve their problem?	

The Cover Letter

Address to hiring manager	Dear Ms. Jones
Hook	Congratulations on doubling your membership this past year.
Pain Point Hypothesis	Given International Cocoa Trade Council's (ICTC) expansion, your team likely wants to ensure that it maintains the same excellent customer service that it provides to its members.
Your Dragon Slayer Story	Client Management – I leveraged my database management skills to build a client relations management database using Salesforce at the U.S. Chamber of Commerce. Through this database, we assigned accounts based on client need and were able to grow our client base by 20 percent without sacrificing customer service quality.
Call to Action	I excel in collaborating in a fast-paced environment. That is why I am interested in a career with your organization. As a detail-oriented and quality-focused professional, I have a strong desire to exceed expectations and to deliver the effort necessary to achieve success. I would welcome the opportunity to discuss how I can fulfill the unique requirements of this position. I thank you for reviewing this letter and the accompanying material.

Liz Ryan's 5 Steps to Designing a Pain Letter

Steps	Definition	Example	Resource
Address the hiring manager	How to start a personalized letter	Dear Ms. Jones	Website, LinkedIn and networking
Hook	A timely (not more than six months old) accomplishment or event you will mention to get your hiring manager's attention	Congratulations on doubling your membership this past year.	Company Website, informational interviews and networking
Pain Point Hypothesis	An educated guess about what might be vexing your hiring manager the most	Given International Cocoa Trade Council's (ICTC) expansion, your team likely wants to ensure that it maintains the same excellent customer service that it provides to its members.	Informational Interviews and Networking
Your Dragon Slayer Story	Your track record of solving similar problems	Client Management – I leveraged my database management skills to build a client relations management database using Salesforce at the U.S. Chamber of Commerce. Through this database, we assigned accounts based on client need and were able to grow our client base by 20 percent without sacrificing customer service quality.	The Job description and resume
Call to Action	Closing – what are you asking for.	I excel in collaborating in a fast-paced environment. That is why I am interested in a career with your organization. As a detail-oriented and quality-focused professional, I have a strong desire to exceed expectations and to deliver the effort necessary to achieve success. I would welcome the opportunity to discuss how I can fulfill the unique requirements of this position. I thank you for reviewing this letter and the accompanying material.	Informational Interview, the Job description

Source: <https://www.forbes.com/sites/lizryan/2017/05/18/how-to-write-a-pain-letter-step-by-step/#5f5c6d0b6503>

Guide to Relationship-Based Networking

How to Cultivate Relationships Throughout Your Industry	
Be your authentic self	Meet new people based on your interests. Usually like-minded people tend to attract each other and establish long-term relationships that impact career growth.
Nail Salon /Apple Support Diplomacy	Do activities that requires you to sit for 20-30 minutes while being pampered or in a location with lots of creatives
Organize Networking Events	Planning and organizing events for a passion allows you to bring people together that you seek to connect. As a lead organizer, you can introduce yourself to various attendees and casually exchange business cards then follow up with a thank you for attending the event. As an organizer, you also have access to guest lists and can facilitate introductions while managing logistics, which may prevent you from looking awkward.
Leadership positions	Becoming a leader in an organization provides you the opportunity to obtain the management and executive leadership skills that your position may not provide. It may also help you build working relationships and strong rapports with colleagues at target organizations

How to Cultivate Relationships Through Informational Interviews	
Identify Meeting Goals	Write a list of passions, values and strengths that you share and what you seek to learn from them.
Meet up and be helpful	Learn about their experience and their organization's pain points. Ask questions about how they incorporate their passions, values and strengths – stay curious and offer to help them in any way possible.
Follow up	Send a thank you e-mail telling them why you enjoyed the conversation and what you learned from them. Continue cultivating the relationship through the following means: <ul style="list-style-type: none"> • Forward articles or events you think they may enjoy, forward them the information. • Connect them to colleagues that you think would be helpful to them
If a position opens up...	Conduct desk research and ask the following question via e-mail or over the phone to learn the target company's hooks and the pain-points: "I'm applying for the XXXXXXXX job in your company and want to make sure to tailor my application. Do you have any insight into what they're really hoping for someone to focus on in this role?"

International Cocoa Trade Council

Member Relations Coordinator

Mission

The International Cocoa Trade Council is a business organization that aims to be the bridge between cocoa sector stakeholders and the U.S. government. We support the interests of our members by providing international trade research, advisory and advocacy among businesses along the cocoa supply chain.

Problem the org is looking to solve

Job Description

Problem the candidate will solve

How the organization solves the problem

The Member Relations Coordinator will support member engagement functions for the International Trade Team in an effort to strengthen relationships and engage new members, clients and potential partners. Duties include, but are not limited to, implementing initiatives to retain and engage members, along with providing customer service support to current and/or prospective members.

Responsibilities

How the candidate is expected to solve the problem

- Assist international trade team with the recruitment, retention, benefit programs, publications through print, web and email platforms.
- Research and monitor congressional legislation impacting the cocoa sector
- Work with International trade team to conduct new member outreach and on-boarding process.
- Track marketing campaign results to identify response to e-blasts, postcards and other outreach.
- Coordinate the production and execution of stakeholder and annual meetings and assist vice president during these meetings.
- Coordinate ICTC's participation in outside meetings
- Obtain and organize registration lists for membership sales team prior to events, conventions and conferences for recruiting purposes.
- Maintain Membership's outreach activities calendar.
- Develop and utilize client management database to maintain accurate information from various sources such as new members, websites, correspondence and phone calls as well as assist in reviewing member data for departmental and interdepartmental efforts as needed.
- Assist the coordinator of membership information with responding to the Membership department mailbox and answering the main phone number, providing customer service and redirecting member prospects as needed.
- Other duties as assigned.

Qualifications

Skills required to solve the problem

- A Bachelor's Degree
- 1 year of experience working in member relationships and/or government relations
- Proficiency in Microsoft Office applications
- Proficiency in Salesforce
- Database management experience, CRM experience preferred
- Knowledge of the cocoa sector a plus
- Demonstrated organization and time management skills, and experience keeping multiple tasks/priorities on deadline with high degree of quality and accuracy.
- Solid communication skills, oral, written and listening.
- Customer-focused mindset.
- Strong judgement and problem-solving skills, and the ability to think independently and take initiative.

Jane Doe

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June 28, 2017

International Cocoa Trade Council
1900 K Street, NW
Washington, DC 20230

Dear Ms. Jones,

Address the hiring manager

Hook

I am applying for the position of Member Relations Coordinator for your organization. Congratulations on doubling your membership this past year. Given International Cocoa Trade Council's (ICTC) expansion, your team likely wants to ensure that it maintains the same excellent customer service that it provides to its members.

Pain-Point Hypothesis

My work as a Government Relations Intern at Hershey and as a Staff Assistant at the U.S. Chamber of Commerce sparked my passion to maintain relationships with client members. Given my extensive background in client management and advocacy, I can help ICTC's team build a strong foundation to increase its level of growth.

My resume highlights the following qualifications that make me an excellent fit for this position:

Dragon-Slaying Stories

- **Government Relations** – As a Government Relations Intern at Hershey, I identified and researched pertinent legislation impacting the firm's impact on cocoa supply chains. I also developed and maintained a database of government and private sector stakeholders enabling the organization to strengthen relationships and advance its policy agenda.
- **Client Management** – I leveraged my database management skills to build a client relations management database using Salesforce at the U.S. Chamber of Commerce. This database enable us to assign accounts based on client need and we were able to grow our client base by 20 percent without sacrificing customer service quality.
- **Relationship Building** – I am focused on building positive relationships with customers, stakeholders, peers, and direct reports at all levels of operational leadership to ensure effective program management.

I excel in collaborating in a fast-paced environment. That is why I am interested in a career with your organization. As a detail-oriented and quality-focused professional, I have a strong desire to exceed expectations and to deliver the effort necessary to achieve success.

I would welcome the opportunity to discuss how I can fulfill the unique requirements of this position. I thank you for reviewing this letter and the accompanying material.

Call to action

Sincerely,

Jane Doe