

## Don't Duck and Hide

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“What do I do now, when my search person told me that the customer service VP position that was offered to me, was taken off the table, based on the firm’s poor sales projections?”

My client’s voice clearly sounded like he wanted to duck and hide, taking the upset personally and as the end of the world.

What would you do? Well, it’s easy to empathize with the upset and shock. No one wants that to happen, especially if your search has taken a while, which is true for oh so many.

Ok. First, you might be disappointed, to say the least, and that would be fine and reasonable. After all, landing a is what you hoped for and here you are, now, suddenly, like a deer in headlights, stymied and stunned. I understand it’s hard, but that’s also the time to think about what you can do to still keep that search person keyed into and interested in you.

So, the first thing is attitude. You take it as information and content only and grab hold of the steering wheel of your bus and keep on driving. Actually, it’s an opportunity to be uber-proactive!

The key aspect of this is that the search person was right in presenting you since you were offered the job, so he or she still feels good about your candidacy. Now, whatever you can do to capitalize on that going forward can only help you in the future. Here are some steps to keep in mind to keep him or her humming your tune.

1. Write a professional letter back to the search person and the hiring manger, expressing your disappointment but mostly to highlight and reiterate your keen interest in the company. For the hiring manager, support their business decision and show understanding, so as not to personalize their decision.
2. Find a story that exemplifies your talents briefly include that story in your follow-up letter. For example, you might want to say something like this.

“While the firm has to change direction for the time being, I want you to keep in mind that I fully understand and would still be interested in the position, when it seems appropriate. As you recall, I am the man who started outstanding customer service, way back in Chicago, on my first paper route as a 12 year old and have been delivering the same dedicated service for consumer goods for over 14 years. So, please keep me in mind should the position again open.”

3. Think of a letter that says or implies “not now” and think about “now” being an acronym for “**N O W**hen,” and take the positive spin on it from the viewpoint of if not now, when? If you can show understanding of the trends, the market place and the challenges to the firm, then your letter should address that so that the reader gets that you “get it.”
4. Find something of high interest to the hiring manager that keys into his or her concerns and send him or her a link to it or a clip of it.

5. Re-iterate how nice it has been to work with the search person and perhaps even suggest that you would be glad to send him/her referrals for other jobs that may not suit you.

This way, you think about being a duck, so that these things roll off your back and hide, well the skin we develop can be your hide! But now a “duck and hide” can mean that you are still in the running, you are reaffirming yourself and you can give yourself a pat on the back in taking the news while still moving ever forward!