CourseDekhlo Strategic Blueprint

Treat your job search like a high-ticket B2B sales campaign. Move from being a “Job Seeker” to becoming a “Solution Provider.” This 5-step execution plan is designed to help you land senior roles with 2–3X salary potential.

Step 1: Build Your 'Suspect' List (16 Companies)

- Look for growth signals instead of job postings.
- Use financial news and funding announcements as hard data.
- Identify insurance or fintech firms expanding rapidly.
- List 16 companies with recent wins or growth indicators in a Google Sheet.

Step 2: Identify Decision Makers (Prospecting)

- Avoid HR. Target VP of Sales, Zonal Head, or Chief Distribution Officer.
- Use LinkedIn to gather name, title, and profile URL.
- Filter 16 suspects down to 6 serious prospects with leadership fit.

Step 3: Set Up GPT for Sheets Automation

- Install 'GPT for Sheets and Docs' add-on in Google Sheets.
- Create columns: First Name, Company, Recent News, GPT Prompt.
- Generate personalized 1-line icebreakers referencing company growth.
- Avoid generic outreach; personalize at scale.

Step 4: Craft the Inbound Approach Letter

- Hook: Mention recent company achievement.
- Solution: Position your past performance with measurable metrics.
- CTA: Suggest a brief discussion on solving a specific regional problem.
- Goal: Convert 6 prospects into 4 target meetings.

Step 5: Master the 'Fateful 15' Interview

- Treat the interview as a consultation, not an interrogation.

- Use S.T.E.E.K.Q framework: Skills, Talents, Education, Experience, Knowledge, Qualities.
- Align every answer to their business problem.
- Because you entered through the hidden market, you negotiate from power.

Prepared by CourseDekhlo.com – Practical, Research-Based Career Strategies