

# RJM Associates, Inc.

The IT/IS, Sales, Marketing and Administrative Placement Professionals.

## Established in 1997

Fall/Winter 2004

Web address is [www.rjm-associates.com](http://www.rjm-associates.com) or [www.planethire.com](http://www.planethire.com)

**"We are dedicated to enhancing and contributing to our clients knowledge of employment, staffing and business."**

**Medford MA-** Happy Holidays! In this season of hope and joy we want to extend our warmest appreciation for supporting RJM Associates, Inc. through the years. We have placed hundred's of professionals at our client's facilities and look forward to many successful years to come. In this issue, our last double-sided edition (Spring 2004 will be a four page fact-filled journal). We'll review the economy, job market, career changes and as always, a handful of quotes for you to ponder.

Economic indicators show that we're out of the recession. However, a jobless recovery has been and is still taking place. Surprises are in store for next year; estimates indicate a recovery by second half of next year. 1.2 million jobs will be created, contrast from the 53,000 jobs lost this year. A GDP around 4.5, and companies reporting something not seen for quite sometime: profits! While we need to remember that a number of factors could minimize a recovery, the looming presidential election leads us to point out that the current administration can ill afford any further negative factors. How do you stay ahead of the competition? Add value to your company, and contact us at [ZRMX@AOL.COM](mailto:ZRMX@AOL.COM) or call 781-395-8886 and ask for Robert Miller, CPC.

## The Four E's of Interviewing

Before your next interview, use these guidelines to increase your chances of success:

1. **Early-** Always arrive 10-15 minutes before an interview. Fill out any necessary paperwork to make a positive impression.
2. **Enthusiastic-** Your energy should be evident. Why are you meeting with this hiring resource. Be calm and answer questions with confidence.
3. **Experiences-** Be sure the interviewer can relate to the story of your career.
4. **End-** When the interview is over be sure you thank everyone involved in the interview process; handshakes are fine. Many jobs are won or lost during the follow up process. End your interview with everyone remembering you sent a hand-written or email thank you note.

## How to find unethical people in your organization.

*Answer these questions, you might find useful.*

*Q. Does one unethical employee equals an unethical company?*

*A. To the outside world and your customers, it only takes one person.*

*Q. Can you weed out unethical people in the hiring process?.*

*Yes. Have the person list their priorities; you might find a few clues.*

To be good is noble; but to show others how to be good is nobler and no trouble.-  
*Mark Twain, Legendary American writer*

## BY THE NUMBERS

According to the unemployment figures for the first nine months of 2003, the unemployment rate for IT professionals stood at **5.8%**, an improvement over the **(6.1%)** rate for the nation. Among IT professionals, the highest unemployment rate was for programmers **(7.1 %)**, followed by database administrators **(6.6%)**. The lowest rates were for systems analysts **(5.1%)** and software engineers **(5.4%)**. This is welcome news, and once hiring occurs, these numbers should be substantially reduced!

IBM CEO Sam Palmisano says IBM will be hiring **10,000** workers for their "key skill areas" of Linux deployment, middleware technologies and professional services.

According to recent *Information Week Survey*, here are the hiring expectations for full-time IT and network related staff :

**28%** of those surveyed plan to add staff.

**4%** plan to increase staff significantly.

**17%** plan to decrease staff

**49%** will remain the same.

## So, you thought you'd never be in sales!

*Advice from IT professionals that have made the transition*

The old adage that a technical person can't sell is a stereotypical answer that many of us believe. In fact, many IT professionals have made the change. Here's how they recommend doing it.

Develop your **social skills**, if you enjoy people more than your keyboard, then sales might be an avenue to pursue.

IT people **see things** in black and white, be **flexible**.

In your current employment situation ask colleagues if you can **sit in** on sales calls. Also take a **sales training program**.

Tap **smaller companies**. Contact the CEO or sales manager and **show initiative**.

**Demonstrate** your **technical background**; it lets you relate to customers while maintaining **credibility** with the techies.

Give **demonstrations** to groups. It shows **organizational** abilities.

Dress for success. **Business-attire** is required.

**Demonstrate your commitment**. Even if you're not hired the first time, increase your skill set and apply again.

## Close more sales

*How seasoned salespeople create success.*

Please read on if the headline listed above grabbed your attention. The ABC's of closing- Always Be Closing- is the number one commandment for everyone in sales. Here are a few tips about how to stay ahead of the competition. When you're meeting with a client, remember these points. They just might add more revenue to your company- and increase your income as well!

1. Cultivate the *proper mind-set*, customers are first, there is always competition for the business you're after, be vigilant and inexhaustible in that pursuit.
2. Set *objectives* for the customer meeting. Always know what you want as the result of a sales/customer meeting. Write it down for yourself.
3. *Constantly check* to see if you're on target during the meeting. When you meet with the customer, be sure you're involving everyone. Remember: the best sales people are the best listeners.
4. *Prepare* a final statement that checks the client's interest and their intentions for your product or service.
5. *Always, always and always* ask for the business. Even if they don't commit, let them, know you want their business and will do whatever it takes to accomplish this. And remember that a professional always sends a thank you note, either by email or by mail.

**-Geoff James 10/2003-SMM**

## RJM Associates, Inc. Technology and Value Stock Watch.

We're excited about our quarterly results-the fund was up 12%. And the results are even better for the year: we saw an increase of almost 23%! After the tech meltdown of the past two years, it's good to see that a mixture of technical, value, and blue-chip stocks can build a portfolio back to respectability- even an imaginary one such as this! Yahoo finished up 100% higher, while Cigna was up nearly 45%. IBM and EBAY held their own with gains of 20-33% gains. Not one of these stocks had a loss for the year!

Cigna (CI)-33%	Raytheon (RTN) - -10%
Biogen (Bgen)-8%	Yahoo(YHOO)-18%
SBC Comm (SBC)-0%	IBM-17%
EBAY-10%	Dell-16%
Microsoft (MSFT)-0%	AT&T(T) - -6%
Oracle (ORCL)-10%	Cisco(CSCO)-30%

As always, we'd like to point out the tech sector stock watch is for purely informational purposes. It doesn't serve as an endorsement of securities by any party at RJM Associates, Inc. for the investment purposes of its clients or candidates.

## Till next time.....

*In our next, expanded, edition, we'll review the anticipated jobs explosion, first quarter employment facts and figures, and naturally, our 2004 stock watch. We at RJM Associates, Inc want to wish all our clients, candidates and their family members a Happy Holiday Season!!!!*

*Until next time, here's a quote to bring in the new year:*

The concept of "spare time" is like the "paperless office" or complete compatibility among computers: It could happen, but don't hold your breath.-*Chuck Martin, business trends analyst.*

*Till next time.....*