

## Three Reasons You Might Not Be Getting a Job Interview

Not one phone call or email — that's the "response" you've received from the employers you've sent resumes to. While you didn't expect to hear from every firm, you thought at least a few hiring managers would want to meet you. What's with the wall of silence?

Assuming you're a qualified applicant, there could be a number of reasons you haven't been invited to an interview yet. It could be some of the ads you responded to were for jobs that already have been filled; this happens a lot. Some businesses are notoriously slow with their hiring process (think months, not weeks). Maybe an employer decided not to fill a role — and also didn't bother to take down their ad. Or perhaps:

- **You're not making sure your resume is being seen by the right people.** If you are really interested in a position and confident you meet the criteria, don't settle for sending your resume to the black hole of a general email inbox. Take extra steps to find out the name of the hiring manager and/or the person in charge of the department where the vacancy is. Then, send your materials directly to those contacts, in addition to the location provided in the ad.
- **You're not sending materials tailored to the employer's requirements.** Look carefully at the job details outlined in the employment ad. If you have the specific skills and experience the company seeks, you should be including those key terms in your application. For example, if the employer is looking for a [certified payroll manager \(CPM\)](#) who has worked in the retail industry for more than five years — and that describes you — present that information prominently in both your resume and cover letter.
- **You're not following up after you've sent your materials.** Many job seekers worry they'll be viewed as over-eager (or a pest) if they contact a hiring manager to ask if their resume was received — and if they're now being considered for the role. However, a recent [Robert Half survey](#) found that employers actually encourage

candidates to follow up by phone or email within two weeks of applying for a job.  
(Persistence can pay off — but refrain from following up more than twice.)

These are just a few factors that could be creating obstacles in your path to landing a job interview. Something else to look into: whether there's information about you online that might be turning employers off. Most hiring managers will conduct at least a cursory Internet search to see what more they can learn about you, your work history, your interests, and what the people you know are saying about you. For tips on making sure the "digital you" leaves potential employers with a positive impression, consult resources like Robert Half's [business etiquette guide](#).

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