

BCS Overland Park Discusses Job Hunting Mistakes

BCS Overland Park/Leawood Kansas says that many job seekers fail to realize that over 80% of opportunities are not found through traditional resources such as the internet job boards.

LEAWOOD, Kan. - July 8, 2016 - [PRLog](#) -- BCS Overland Park/Leawood Kansas says that many job seekers fail to realize that over 80% of opportunities are not found through traditional resources such as the internet job boards. Statistics show that online resumes produce only one inquiry for every 85 resumes a company receives and less than half of the inquiries result in an interview. Therefore, only one interview takes place for every 170 resumes with the average company conducting 10 interviews before extending an offer. That means one offer is extended for every 1,700 resumes that are submitted through online postings.

The more effective approach is to utilize "target marketing" by identifying transferable /marketable skill sets, qualifying desirable companies to work for and utilizing networking techniques to ensure marketing collateral such as resumes and cover letters end up in the hands of the actual decision makers. BCS says that in the first quarter of 2016, approximately 40% of client offers were created positions utilizing the "target marketing" method from the Overland Park office.

BCS is a career management firm located in Overland Park, Kansas and assists professionals and executives in various industries across the country. They have 49 cooperative offices in five countries including the U.S., Australia, Canada, Scotland and England.

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