

# Foundations—a Pedestal Group Publication

VOLUME 2, MARCH 2009

FOUNDATIONS

## The Pedestal Group

### Get Out There and Pipl Search!

#### Special points of interest:

- *Search Engine Optimization*
- *Sales Tips*
- *Recycling Technology*
- *Gadgets and Skype*
- *AND MORE!*

Finding people's contact information and information that makes a cold call warm is always time consuming and can be frustrating. But here's a new tool I've just started using that I love—[www.pipl.com](http://www.pipl.com). Run it on yourself—you will find all the places your information comes up on the web!

I have been really impressed with this tool because it found references I haven't found through any other searching method. I was able to locate an old colleague of mine who has eluded all my attempts to find her information in the past. We were both thrilled when PIPL worked.

Not only do you find great information about your con-

tact, you can also see if they post to blogs and if so where, which ones and what do they think, are they on LinkedIn, Facebook, Plaxo, etc. or are they on a group website that could help you get your foot in the door.

I am also recommending to people who are looking for advice on finding a job to check this out as well. Nothing like knowing exactly what an employer could find on you and heading it off BEFORE it becomes an issue.

It has also helped keep all the information up to date. There is nothing worse than finding a website, using it for awhile and then getting away from it only to find out someone wanted to contact you.



**Try this once, you'll use it on every search!**

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### Answers to the Unemployment Numbers

Everyone is hearing all the scary unemployment numbers; unemployment is at 8.1%, representing millions of people all taxing the unemployment system of every state. But what does that really mean to your clients?

Even today, the college-educated population unem-

ployment rate is 4.1%. That number represents 1,850,000 individuals with bachelor's degrees or higher that are unemployed. Over 43 MILLION people with a bachelors degree are still employed! And guess who your client wants!

Now let's dig deeper into the

number of degreed people. By region, according to the US Census bureau, 27.5% of the United States population has a four year degree or higher. Some areas of the country have easier to find degreed individuals for instance, in the Northeast, the percentage is 31.5% while in

## Unemployment Numbers and Education Level (con't)

the South it is 25.4%.

Want to go even deeper? In 2007, the percentage of people with a bachelor's degree by age looked like this:

25 to 29 years	27.4%
30 to 34 years	31%
35 to 39 years	31.9%
40 to 44 years	29%
45 to 49 years	27.7%
50 to 54 years	28.9%
55 to 59 years	31%
60 to 64 years	28.3%
65 years+	19.3%
(.2 margin for error)	

In 2007, according to the National Center for Education Statistics, 1,524,000 bachelor's degrees were awarded nationwide. Of those, 22% were in business, 11% were in Social Science and History, and 7% were in Education.

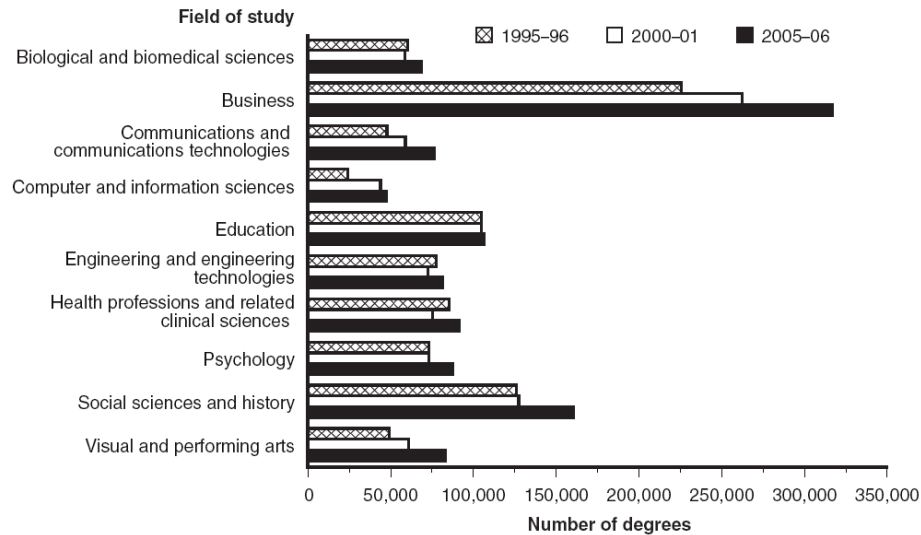
In the chart below, we see how the fields of study have changed over the years. People graduating in 1996 now have around 13 years of experience.

The following fields grew over 30% from 2001 to 2006:

Visual and Performing Arts  
 Transportation and Material Moving  
 Philosophy and Religious Studies  
 Parks and Recreation  
 Mathematics and Statistics  
 Security and Protective Services.

This and a whole host of other information is available to share with your clients. If you need additional statistics or would like to find something specific, contact the Pedestal Group at 330-952-1121.

**Figure 15. Trends in bachelor's degrees conferred by degree-granting institutions in selected fields of study: 1995-96, 2000-01, and 2005-06**



SOURCE: U.S. Department of Education, National Center for Education Statistics, 1995-96, 2000-01, and 2005-06 Integrated Postsecondary Education Data System, "Completions Survey" (IPEDS-C:95-96), and Fall 2001 and Fall 2006.

## Search Engine Optimization—What is it and why do you care?

Search engine optimization is the process used to make your website appear closer to the top of search results on a search engine. That means if someone does a search in Google, SEO techniques can help you show up in the first page of their results.

While we know most searches do not come in from websites, solid SEO can certainly help in your efforts and can

increase web traffic leading to searches. In the last twelve months, I am aware of five searches that came in through websites.

So what can you do? Content is still king. When was the last time you read your website? Is it really what it

should be? Go through it, one page at a time and rewrite material that should be updated. Commit to one page a

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Home » [The Pedestal Group](#)  
 The Pedestal Group was founded to answer a need we saw in small businesses to have a source for help. That could be how to find and integrate the right ...  
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## Sales Tips based on Gitomer

We all have our favorite authors but one of mine is Jeffrey Gitomer. He writes books like “Little Red Book of Selling” and gives real, effective sales techniques. I wanted to share some of my favorites as this is a time we could all use some help in this area.

Become Valuable—Gitomer says give before you receive, and to become known as a resource. How? Send emails to your client base with relevant, helpful information. For instance, would some of your upper level people be interested to know

anything about the degree mix in the United States today?

Get some information on the person you are calling (Kathy says use [www.pipl.com](http://www.pipl.com)). Don’t call and say, “tell me about your business”! They already know about their business and the fact that you don’t shows they don’t need you. Ask something real—something that will get their attention. Calling from a posting? Why is the position still open? Have you solved a client problem recently? Ask if they have the same problem!

Some of Gitomer’s power question starters include:

What do you look for...?  
 What have you found...?  
 How do you propose...?  
 How do you determine...?  
 What would you change about..?

My thought—think about a service you need. If someone called right now and asked a question, what would get you to listen? Ask THAT question of your prospects and clients.

## SEO—con’t

week or so and you’ll be amazed at how easy it is to attack that project!

Next, you can put keywords on your site (in Galaxy Builder, that is the Keyword box on each page). While keywords are not as important as they used to be, they can still help manage traffic. Keywords should be specific, targeted and relevant. Don’t try “executive search” because there are too many. Go for niche-specific executive search.

To select keywords, check out <http://>

[tools.seobook.com/keyword-tools/seobook/](http://tools.seobook.com/keyword-tools/seobook/) This site will help you determine if the keyword is a good choice or not.

Images are always a good thing to break up a page but they should ALWAYS have alternative text associated. Not only does this help with search engines, but it also is required by the ADA. When browsers or people with visual impairments are browsing websites, they read the image text rather than look at the picture.

Links are another important component. Anywhere your name appears on the web should include your website as well. Sites that link to your website are considered “referrals” to Google and elevate your page status.

**KEYWORDS NEED TO BE RELEVANT, SPECIFIC AND TARGETED—EXECUTIVE SEARCH IS TOO BROAD!**

## Recycle Old Technology



What do you do with those old computers, monitors, printers, etc. that are currently cluttering your office / home? You can easily recycle them!

Check out:

<http://radioshack.cexchange.com/online/home/index.rails>

Radio Shack’s program allows you to use an on-line calculator to determine

the value of your item, and if you agree, helps you ship it for free. Once it has been processed, you will receive a Radio Shack gift card by mail.

Toshiba just gives you cash for your items:

<http://toshiba.eztradein.com/toshiba/>

It starts the same way with an on-line calculator and then you receive cash

for your items.

Another option is to take equipment to Staples which recycles Dell products for free and all others for \$10 an item.

Be sure your data has been removed before sending. Delete all files, or call a tech person for advice on how to remove it. All of these centers will remove data, but it is better to be safe

## The Pedestal Group

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## The Pedestal Group

Putting our clients where they belong.

The Pedestal Group was founded to answer a need we saw in small businesses to have a source for help. That could be how to find and integrate the right technology, how to better hire and manage people, how to set goals and create a strategic plan, or really attack and own your marketplace.

Our team has worked in a variety of industries including staffing, recruiting and executive search, retail, technology, healthcare software / IT, higher education and franchising and the consistent theme they have found it is very hard to see the forest for the trees. In small business, that is compounded by the number of resources available.

Our approach is unique in that we don't just say it is all about the customer, it really is. The Pedestal Group puts our customers on a pedestal – right where they belong. That isn't to say the customer is always right because that is an adversarial relationship – in our case, we always come to agreement. We are always in a partnership with our clients but also remember who's the most important – YOU.

The Pedestal Group - Putting our clients where they belong.

## Cool Gadget and Skype

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I admit it—I'm a gadget girl. I tend to be more of a cooking gadget girl than anything, but I have my iPhone and my various other tech gadgets too. But look at THIS! This cute little drive is made of metal so it goes on



**Sharing what I've heard recently from a variety of sources to help you.**

your key ring, doesn't break, handles pockets or purses with ease, stores either 4 or 8 GB of information (depending on the model you purchase) and is under \$30! Pick one up at

<http://www.lacie.com/us/products/product.htm?pid=11227>.



### SKYPE

Are you using Skype? This program loads on your computer and allows you to talk to people all over the world. It uses the internet to carry the voice signals from one Skype user to another so it is great for international

business. If the other person doesn't have a Skype account, that's okay too—there are discounted rates to calling land lines. For instance an hour long call from Ohio to Singapore was \$3.12.

Skype also comes with a chat feature that allows you to instant message other users.

I would highly recommend purchasing a PC headset at an office supply store or radio shack if you are going to do phone calls. These are much like telephone headsets and plug into your computer. They make phone calls a breeze and having them be free is even better!