



I Didn't Sign Up For This Dead End Job: A How-To Guide For Getting The Job You Deserve (Volume 4)

G. Bruce Riggs

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In 1984, I enlisted in the US Air Force and served approximately 4 years on active duty and three years as a United States Air Force reservist. In 1991, I was honorably discharged after seven successful years. The problem - I had no idea what I was going to do next. I had actually worked in a couple dead end jobs during those years while serving in the reserves and when the final separation occurred - I was lost. I had no idea how to access the professional job market. I decided to hire a firm early on for \$2,500.00 to teach me how to identify, compete and win in the job market. At that time, \$2,500.00 dollars was like buying a new car. It was a significant sacrificial investment. I was desperate to learn. Today, I can honestly say – that was one of the best investments I ever made. Although technology has made dramatic changes, the fundamentals of finding a great career position are largely the same. It is about process, discipline, and meeting a lot of new people! Finding a job can be a gut wrenching experience. Finding a job that you truly love can be even more difficult. This book is dedicated to those unemployed, underemployed, or those who just simply hate their dead end job. In the next 50 years, human capital is going to be the number one differentiator among top companies. Today's fast paced domestic and global careers are looking for exceptional employees and leaders. A key to identifying and accessing these opportunities is a learned skill. This extensive training and employment preparation program has been developed by The Sales Coaching Group™ representing several decades of research and hands-on experience. Admittedly, much of what we will discuss will be oriented around the professional sales employee. However, these techniques applied to anyone who is looking for a great career position. At The Sales Coaching Group—we believe adopting a holistic, strategic, competency based approach to training and career preparation will position our client to find the hidden career opportunities and be thoroughly prepared to compete and win. The old job hunting methods simply do not work. The job boards have become way to crowded and ineffective. Job seekers today must learn to think like “marketers”.

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