

Sample Targeting Map

Target Occupations:

Occupations: Computer Technician / Field Service Technician / Help Desk Technician

Functions:

- Installation, Configuration, and Upgrading
- Diagnosing and Troubleshooting
- Basic Networking
- Application Development
- Preventative Maintenance

Company Attributes:

Attributes

- People oriented
- Do not do experiments on animals
- Committed to quality customer service

Location

- Primary – Montreal, Toronto
- Secondary – Western Canada
- Other – Major cities in the USA

Target Industries & Company Listings:

Consumer Products:

Revlon
L&F Products
Chanel
Airwick
Church & Dwight
Johnson & Johnson
Carter Wallace
Sony Products
Estee Lauder

Pharmaceuticals:

Abbott
Omega Laboratories
Lundbeck Canada
Paladin Labs
Pfizer Canada
Merck Canada
Pharmascience
Sanofi Canada
Novartis

Biotechnology:

Bio-K Plus
Bellius Sante
Mimetogen
Osta Biotechnologies
Kiadis Pharma Canada
Prognomix
Proscan Rx Pharma
Methylgene

IT:

Artifice Studio
MaVe Solutions
Brossoft
DatabaseSkills
Cyble Technologies
Solutions Integris
Signeo
Solutions Total-IT
SDG Media

Others:

Medco
Toys-R-Us
Vital Signs
Benjamin Moore
Computer Associates
Siemens

Adapted from:

Wendleton, K., & Five O'Clock Club (New York, N.Y.). (2014). *Shortcut your job search: Get meetings that get you the job*. Boston, MA: Cengage Learning. Page 62.