THE CAREER SIGNAL GUIDE

What Hiring Managers Actually Look For

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Introduction

Most career advice tells you WHAT to do. It tells you to "be yourself," "use action verbs," and "follow your passion."

This guide tells you what **HIRING MANAGERS** actually look for.
My name is Preeti Mishra. I'm the Founder of Launchers Management Services, a staffing and HR consulting firm.

I don't review resumes for fun—I run the company. I sit on the other side of the interview table. I've seen what works, what fails, and what makes a hiring manager pick up the phone.

The market is flooded with candidates using the same AI-generated templates and "safe" answers. Everyone sounds the same. And when everyone sounds the same, no one gets hired.

You need to stop formatting and start signaling. Here is how.

Part 1: The #1 Resume Mistake (And How to Fix It)

The 6-Second Death Trap

The average recruiter looks at a resume for exactly 6 seconds before deciding to read further or toss it.
Do you know what the #1 reason for a 6-second rejection is?
It's not your font. It's not a gap in your employment. It's not even a lack of experience.

The #1 mistake is: Writing a "Job Description" instead of an "Impact Document."

90% of resumes read like a copy-pasted list of duties:
- ❌ Responsible for managing a team of 5.
- ❌ Handled daily client communications.
- ❌ Assisted in quarterly financial reporting.

When I read that, I don't see a professional. I see someone who showed up, did the bare minimum of their job description, and went home. Anybody can "handle communications." I need to know what happened because you handled them.

How to Fix It: The Impact Formula

Your resume is a marketing document, and you are the product. Every bullet point must answer "So what?"

The Formula: [Action Word] + [What You Did] + [The Measurable Result / Impact]

Instead of listing what you were *responsible* for, list what you *delivered*.

Before: *Responsible for managing a team of 5.*
After (The Fix): *Led and scaled a 5-person technical team, increasing project delivery speed by 22% over 6 months.*

Before: *Handled daily client communications.*
After (The Fix): *Managed communications for 15+ high-value accounts, resulting in a 95% client retention rate year-over-year.*

Before: *Assisted in quarterly financial reporting.*
After (The Fix): *Streamlined quarterly financial reporting processes, saving the executive team 10+ hours of manual data entry per month.*

The Hiring Manager's View: When I see metrics, percentages, and tangible results, you stop being a "candidate" and start being an "asset." Don't tell me what your job was. Tell me how you made the company better.

Part 2: LinkedIn Headlines That Make Recruiters Message YOU

Your LinkedIn headline is the single most important piece of digital real estate you own.

When a recruiter searches for a candidate on LinkedIn, your profile picture, your name, and your headline are the ONLY things they see in the search results.
If your headline says:
- ❌ *Actively seeking new opportunities*
- ❌ *MBA Graduate | Marketing Enthusiast*
- ❌ *Software Engineer at Company X*
-

...You are invisible. You are telling them your current employment status, not your value.

The Problem with "Actively Seeking"
"Actively seeking opportunities" sounds desperate to a hiring manager. It says, "I need a job," instead of "I solve problems." The best passive candidates (the ones recruiters hunt for) are framed as experts.

The 3-Part Recruiter Magnet Headline
To make recruiters click your profile, your headline needs to instantly signal three things:
1. **Your Core Role (The keyword they are searching for)**
2. **Your Specialty (Your niche or industry)**
3. **The Value You Bring (Your specific impact)**

The Formula: [Core Keyword/Role] | [Specialty/Niche] | [The Value Proposition]

Specific Headline Formulas by Stage:

1. The Fresher (No Experience, High Potential)
- Don't use: "Recent Graduate from University X"
- Use this: Data Analyst | Specializing in Python & SQL | Transforming Raw Data into Strategic Business Assets

2. The Mid-Level Professional (Stuck and looking to move up)
- Don't use: "Marketing Manager at ABC Corp"
- Use this: B2B Marketing Manager | SaaS Growth Specialist | Driving 40% YoY Lead Generation for Tech Scale-ups

3. The Career Pivot (Switching industries)
- Don't use: "Teacher aspiring to be a Project Manager"
- Use this: Project Manager | EdTech Specialist | Translating Complex Curriculum into Scalable Digital Products

Why this works: When I search "SaaS Marketing" on LinkedIn Recruiter, the algorithm pulls up the second candidate instantly. I know what they do, who they do it for, and the result they get. I am messaging them immediately.

Part 3: The Salary Negotiation Script That Adds 15-30% to Your Offer

You passed the interview. You got the offer. Now what? Most candidates accept the first number out of relief or fear. They think, *"If I ask for more, they might rescind the offer."*

Let me tell you a secret as an HR Director: **We expect you to negotiate.** In fact, when a candidate accepts the first offer without a counter, I usually realize I could have gotten them for cheaper. We always build a buffer (usually 10-20%) into our initial offer.

If you don't negotiate, you are leaving your money—money they have already budgeted for you—on the table.
The Psychology of the Salary Call
Never accept or decline an offer on the spot. When the recruiter calls to give you the number, your only job is to show gratitude and ask for time.

Step 1: The Pause (On the Phone)
Recruiter: "We'd like to offer you the role at ₹12 Lakhs per annum."
You: "Thank you so much. I'm thrilled about the offer and strongly believe in the vision of the team. I'd like to take 24 hours to review the full compensation package before giving you my official response."

signthe deal, they will fight to get you the money.

Step 2: The Anchor Script (The Counter-Offer)

When you return the call (or send the email) the next day, you must ground your request in **value and market data**, never in your personal needs (e.g., "my rent went up").

Use this exact script structure to anchor a higher number:

"Hi [Manager's Name],
Thank you again for the offer. I am very excited about the opportunity to join as [Role] and am eager to start executing on [specific project discussed in interview]. I've reviewed the initial offer of [Their Number]. Based on my understanding of the responsibilities—specifically my ability to deliver on [Key Skill 1] and [Key Skill 2] from day one—as well as my research on current market benchmarks for this level of expertise, I was expecting a base salary closer to [Your Counter Number. usually 15-20% higher].
If we can bring the base to [Your Counter Number], I am ready to accept immediately and stop all other interview processes."

Why This Script Works:

- **It reinforces your value:** You remind them *why* they chose you by referencing the specific skills they need.
- **It relies on data:** You anchor the request in "market benchmarks."
- **It sets a clear condition for closing:** "If we can hit X, I accept immediately." Recruiters want to close requisitions. If you give them a fast path to clo

Your Next Move

Knowing the strategy is only **10%** of the battle. **Applying it to your specific career is the other 90%.**

If you are tired of generic advice, tired of guessing what hiring managers want, and tired of leaving money on the table, it's time to build a customized roadmap.

I don't hand out templates. I build strategies.

BOOK YOUR 1:1 STRATEGY SESSION