

Selling Yourself

STEPS IN SELLING YOURSELF...

Why do you suppose this job search situation is analogous to selling?

If you have ever been in any type of sales capacity, you have learned that a good sales person is effective not only at a one-time sale, but of repeat sales through relationship building. You know:

1. First, you must identify the needs of the customer. This requires that you have done a good amount of listening to your employer client.
2. As you listen and determine needs, you are creating trust and building rapport. This is an essential step for two people to “do business.”
3. Speak to the needs by describing how you might best meet them, based on your skills, interests, perhaps even “organizational fit.” This is known in the sales world as defining benefits (of your product or service) to your customer.
4. At this point in your job search campaign, your “client” will need to think over the good discussion you two have had, noting how he agrees that you can do the job well, you are interested and motivated to do the job and that you are a good fit for the department/company.
5. Your next communication with the prospective employer is likely a “thank you” letter, where you will have an opportunity to restate the reasons this position is a good fit with your abilities and interests. You will also be able to succinctly address any concerns that may have surfaced or that you feel could use additional information.

The JOB INTERVIEW:

PURPOSE:

To determine if you can and will do the job

To determine if there is a (corporate culture) fit

To uncover any hidden situation or problems that may interfere with your job performance

STYLES

Situational

Personality Profile

Stress

Group

GUIDELINES

Be honest

Be brief in responding

Answer only what is asked

Be positive

Be aware of non-verbal communication

Questions you may be asked/Questions to ask

Always conduct appropriate follow-up

Thank You