

Sell yourself into a job

by Jack Bick

I. Prelude:

- How many are in between opportunities?
- How many are having the experience for the first time?
- How many have done a heart felt self examination?
- How many wanted some change before it was thrust upon you?
- How many have decided to upgrade your skills?
- How many see this as an opportunity to come out better off?
- How many are uncomfortable in your present situation?
- How many are willing to get further out of the comfort zone to make something positive happen?
- How many of you are in sales?
- How many ever had to convince your parents to get you a new bike or a new dress or a new car?
- How many ever had to convince a teacher to raise a grade or let you take a test over?
- How many have negotiated to buy a car or house?
- We are all in sales at some point. Didn't you "sell" yourself to your spouse or to your last company?

**Yes, this may be the most important selling job of your life.
Therefore, let's go about the effort like a sales opportunity.**

Today you will learn at least 10 major elements that will better the opportunity to be employed sooner, at a company you chose and in a field where you want to excel. Your situation is individual to you so this will be less of a presentation and more of an inward look for you to move forward proactively rather than reactively.

Element #1- Know yourself, see if those around you agree with that self examination.

Element #2 – Be truthful with yourself

II. The company:

- Have you decided how large a company you like?
- Have you decided what industry suites you?
- Have you decided where best you would benefit the company?
- Have you done research on the Internet?
- Have you educated yourself in current news, the economy?
- Have you searched the locality where you want to work?
- Have you decided on how far you want to commute?
- Have you driven the area to see which companies have full parking lots?
- Have you actually entered the building to see the office décor and make friends with the receptionist?
- Have you looked at local publications for rising companies?
- Have you checked our local reference sources for the best companies and those on the rise?
- Have you found the name of the CEO and HR Director?
- Have you found the basic statistics about the company so you can have confidence to make the first contact and have an interview with the CEO.

Element #3 – Build a life/career the way you want it With no tunnel vision.

Element #4 – Yes, go see the CEO.

III. Making contact:

- Have you decided to create a job not fill one?
- Have you understood what your visit revealed?
- Have you written down what is important to the company?
- Have you figured out how to use the receptionist?
- Have you talked to any present or former employees?
- Have you developed a strategy?
- Have you developed the tactics?
- Have you established that the interview is the first goal?
- Have you established that the job is the long term goal?
- Have you decided on a method to make first contact?
- Have you developed a direct method?
- Have you developed an indirect method?
- Have you decided how you will stand out from the crowd?
- Have you decided on questions to ask the CEO when you meet them?
- Have you understood the one asking the question is in charge?

Element #5 – Sell at the Top

Element #6 – Understand you need to have both strategy and tactics in any successful plan.

IV. Cover letter, resume and 30 second promo

- Have you written a cover letter of less than five paragraphs?
- Have you written a cover letter using “I” only once?
- Have you written a cover letter with a benefit as the lead?
- Have you written a cover letter customized to the company?
- Have you written a cover letter addressed to the CEO?
- Have you written a 30-second promo like the cover letter?
- Have you practiced the 30-second promo?
- Have you established where to network to reach your target?
- Have you scheduled chamber and business networks?
- Have you made every effort to have a one-page resume?
- Have you made every effort to write with few words?
- Have you emphasized results and outcomes?
- Have you explained any employment gaps?
- Have you realized the resume does not need to be comprehensive?
- Have you realized this is a selling document?
- Have you realized this only needs to get you an appointment?
- Have you had at least two people proofread the cover letter, promo and resume?
- Have you had these people also read for content?
- Have you had them challenge you about facts and meaning?

Element #7 – Stress benefits, not features, not hype

Element #8 – Your selling tools are your achievements, not the job, not duties.

V. Sell the Appointment and the Interview

- Have you made the call to set up the appointment?
- Have you remembered the receptionist?
- Have you remembered all the company information?
- Have you remembered info about the CEO?
- Have you remembered what is important to the company?
- Have you remembered to ask questions to control the call?
- Have you remembered to ask for the appointment 3 times?
- Have you remembered to give time options?
- Have you remembered to ask for a referral to HR?
- Have you remembered to dress like the CEO or HR?
- Have you remembered to be respectful of their parking?
- Have you remembered the interview started at the car?
- Have you remembered to have a firm handshake?
- Have you remembered to absorb what is in the office?
- Have you remembered to ask questions such as the direction of the company, new directions, competitive advantages and what type of people will lead them into the future?
- Have you remembered to stress benefits of you, results, career or project outcomes and, lastly, features?
- Have you remembered to close the sale or, at least, ask what the process is going forward?
- Have you remembered to ask for a referral if you did not get a job?
- Have you remembered to be respectful to everyone on the way out?
- Have you followed up with written cards and phone calls?

Element #9 – The phone call for the appointment is only to get the appointment, not sell you into the job.

Element # 10 – It ain't over 'til it's over.