

## **The Art of Selling Yourself at your next interview.**

“If nothing is ever sold, nothing will ever be created.” Buck Rodgers (President of IBM)

If you don't sell, promote, and make yourself look interesting, you will not achieve the bright and fulfilling future that you desire.

“How can we say good things about ourselves, when no-one ever says anything good about us?” This is a question I am often asked at lectures.

It's a fact that people don't give enough praise and encouragement to others and are more inclined to criticise than praise. If you have a good meal out, do you praise and compliment the chef and staff? Probably not. But if you've had a bad meal, you complain bitterly and tell others.

Today you need to be your own private motivator and coach. When someone praises you, take it on board in a positive way and enjoy it. You earned it. Don't be Joe Cool, be Joe Positive! Positive statements and affirmations, self worth, and self praise are really important. Ultimately you control who you are!

“No one can put you down unless you let them.” Eleanor Roosevelt. (Wife of 32<sup>nd</sup> US President)

### **Think about this!**

Before you pick up the phone, write your résumé or go for an interview, figure out the **4W's**:

- **What** do you want to be?
- **What** are you selling?
- **Who** are you selling to?
- **What's** in it for them?

When the answers to these questions are sorted out, as in defined and quantified, then you are on the way to being able to sell yourself effectively. This process will work in any negotiation.

### **What do you want to be?**

Most people don't really know what they want to be, or why they want the job. They think they do, but when asked, they come up with lightweight answers that don't convince the interviewer. Your answers and delivery need to be strong and confident. You need to define your goals, vision and passions, then demonstrate that you want to add value. People are looking for performers, not passengers!

“You can't inspire another person unless you are inspired first.” Anon.

## What are you selling?

Simply, what's good or special, about you. The things you have done or achieved, that you can talk about in a Behavioural Based way. Points of interest that differentiate you from the crowd and make the interviewer feel comfortable about saying "YES" to you.

"Son, if you weren't doing something different to everyone else, then you'd be just the same as everyone else and I wouldn't be interested in you!" Sam Phillips (of Sun Records. The man who discovered Elvis Presley)

## Who are you selling to?

Whatever position or opportunity you are applying for, each has an identity and culture. You need to tap into what makes it unique or different. This requires research and a thorough understanding of what's being offered to you. Then define what they are looking for, both now and in the future.

## What's in it for the interviewer?

This one's very important! Forget about you, and put their needs, wants and expectations first. I'm not saying you don't have needs and rights. Of course you do, but given that you know what the perfect outcome would be, use a bit of reverse psychology. Draw up a list and start thinking like an interviewer. It's sad but true, that everyone thinks about themselves first, or the WIIFM – **What's In It For Me!** Get the balance right and you'll be on track. Every business wants to be successful. Let them know that you want to be part of that future vision too.

**N.B.** Remember life's all about selling, trying to get what you want and convincing people to do what you want. If you don't sell yourself in an interview, who will? If someone else does sell themselves just before or after you, they will most likely get the place.

## Instant research

When I ask young people what sort of mobile phone they would like, most answer, "iPhone." For whatever reason you think you may need this phone, the real one is because Apple or the sales person in the store pitched it correctly. This phone appeals to a target market, the buyer, you! Take a tip from the people that know and pitch yourself correctly.

## Going fishing

What do Pepsi, Nike, Apple and going fishing have in common? Capturing a market segment or catching a big one. If you're going for an interview, liken it to a fishing trip. And what are you? The bait of course! You need to hook your interviewer's attention, reel them in and land the job. To succeed, use the right bait, fish in the right spot and take the right skills with you.

It's all about identifying skills and abilities (features and benefits), packaging them into prove it statements and then selling yourself. I am not talking about being arrogant or boastful. I am talking about taking that space in time called "the interview" to do what's best for you, sell yourself and win the job.

Good luck in your next interview, James E Lynch