

## **5 BASIC STEPS TO SELL YOURSELF**

Once upon a time I had an insightful meeting with a Senior Executive of a big corporate company with whom we do business. He gave me a breakdown on how to sell oneself to a company, be it as a career management service trying to get business, or a job-seeker trying to ace an interview, the principles are the same. I felt very strongly at the end of the meeting that I had to share some of this information with you, the job-seeker. I just know it will help you as much as it reminded me to try and **“get it right the first time”**.

1. **Prepare, Prepare, Prepare**: Number one on the list has to be preparation. Whenever you go for an interview always ensure that you have enough information about the company to have a good interactive conversation with the interviewer regarding your skills and experience and how you can make a difference to their organization. Know what the company does, how they operate, how many offices they have, who is the owner. Just the fact that you have obviously taken the time to find out as much as you can about the company will make you stand out from the other interviewees.

2. **'I Love My Name'**: Everyone likes to hear the sound of their own name. Be sure that you have the correct name of your interviewer and that you use the correct title to their name. Refer to your interviewer by name a few times during the interview – this is a huge sign of respect and will show them that you are paying attention to what they are saying.

3. **Be Sold on Yourself**: Following closely at number three would have to be, 'Be Sold on Yourself'. Who knows better than you what you are capable of? Emphasize what you can do to benefit the company, not just what you are interested in. Do your best to compile a list of written achievements from your previous company that show where you have added value.

4. **Remember to answer calmly and efficiently**: Don't be afraid to take a few moments to think about a concise and clear answer. Interviewers will appreciate that you have taken the time to rather think about the question than just give them a monosyllabic or vague, non-specific answer.

5. **Thank You**: Once the interview is completed, thank your interviewer for his or her time and reiterate how wonderful their organization is and how pleased you are to have had the opportunity to meet with them. Be sure to follow this up with a Thank You e-mail.

Stick to these five basic guidelines and you are sure to snag yourself that position.

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