



Selling yourself at interview

Presenter: Bev Ryan, Career Coach

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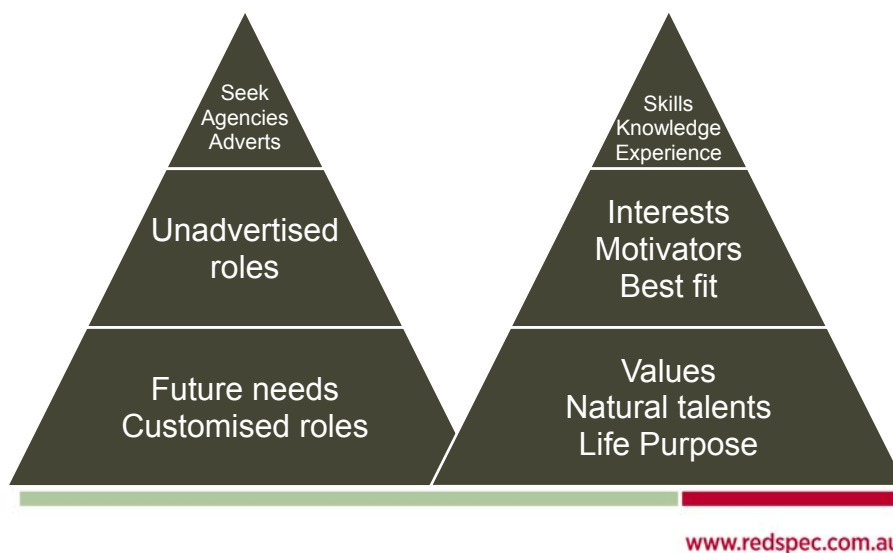
Ideally an interview is an informative, open two-way conversation. You can influence the situation.



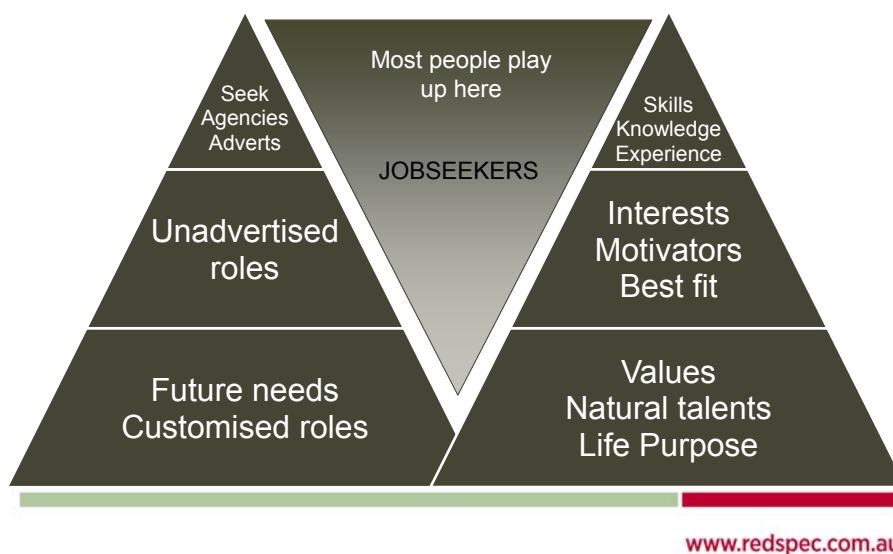
TODAY:

- ☐ Digging deeper for job opportunities
- ☐ Power stories
- ☐ 60-second sell
- ☐ 30-60-90 day plan & 80/20 rule
- ☐ Quick mention - publishing as a strategy

Don't just play at the top
of the job-seeking iceberg



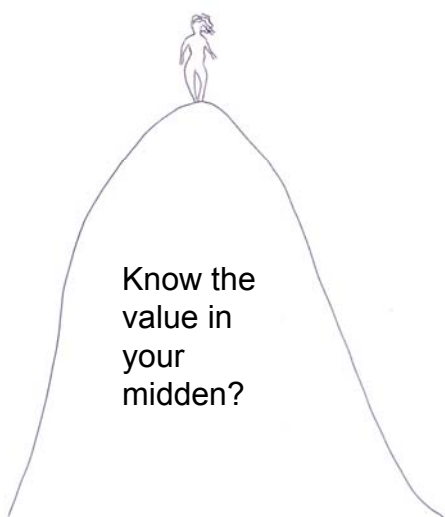
There is less competition when you are proactive
and dig deeper.



Know your own Career Power Stories:

- Your Life Story – what have you overcome?
- Your Passion Story – what drives you?
- Your Non-Negotiable Story – what you won't accept?
- Your Product Story – what are you able to provide?
- Your Business Story – why would someone buy from you?
- Your Solution Story – what pain do you solve?
- Your Leadership Story – what has been your impact?

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Know the
value in
your
midden?

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Know & articulate your value: this scenario is then less daunting.



What is a 60-second sell?

After reviewing the employing company and position requirements prepare a list of your top 5 most marketable points, quantified if possible. Build them into a 60-second delivery that shows why you are right for the job.

Example – Chief Financial Officer:

1. 15 years in senior financial management, directing international business
2. Took start-up manufacturer from zero to \$38 mill in 18 months
3. Achieved profitability goals at last five positions, & exceeded goals at four
4. Hired more than 2,000 employees, uniting diverse workforce into productive teams
5. Management Information System expertise in hardware, software, accounting & distribution systems

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Prepare & Present a 30-60-90 Day Plan

First 30 days: focussed on learning about the company, systems, procedures, people, departments, meeting customers

60 days: more self-reliant, getting feedback, setting directions

90 days: up and running, fine tuning, taking initiative, contributing

The 80/20 Rule

80% of results will come from 20% of the actions.

Applying the 80/20 Rule to the actions and strategies in your 30/60/90-Day Plan shows the hiring manager that you can pinpoint what is most effective and deliver results.

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The 80/20 Rule

Marketing: Any marketing strategy should be designed to appeal to the top 20% of your accounts, since they are the ones with the finances to purchase your services—and the top 20% will be supplying 80% of your revenue.

Production: If you supervise 10 people, 80% of your results will come from the top 2 people (20%).

Sales: 20% of your customers create 80% of your sales—and 80% of your problems will come from 20% of your customers (most likely a different 20%).

Competitors: 80% of your threats will come from 20% of your competition.

Time management: 80% of your results will come from 20% of your time.

General Rule: 20% of the people will do 80% of the work.

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Company Training

30
Day Plan

- Market strategy, company processes, and products and services
- Master relevant subject matter
- Learn about primary competition
- Learn procedures for paperwork, reports, e-mail
- Orientation
- Meet with supervisor/manager to prioritize what is expected



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Customer Connection

60
Day Plan

- Review customer satisfaction
- Meet any vendors regularly used
- Build rapport with coordinating departments, team, or customers/clients
- Fine-tune ongoing interactions with co-workers
- Schedule first speaker/presentation program
- Plan attendance at relevant tradeshow/industry event
- Join ABC and other appropriate trade associations/organisations



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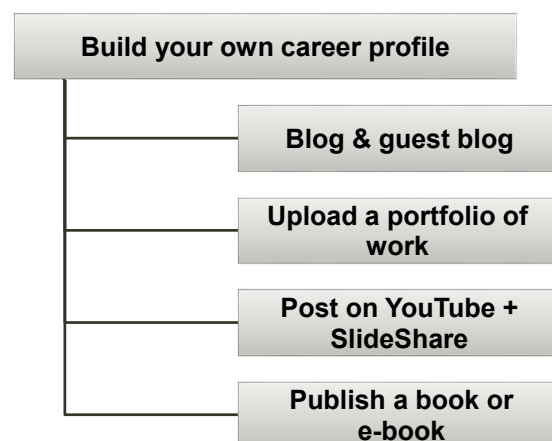
Business Development

90
Day Plan

- Use 80/20 rule across my area
- Continue building customer base
- Focus on lower-priority products or services to build revenue
- Implement new procedures, techniques, or plans to further long-term goals.
- Come up with new and creative ways to grow company presence in the industry.
- Get input from team and manager.

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Publishing – a super-strategy



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Bev Ryan Career Coach & Book Coach

Supporting clients with:

- Resumes
- LinkedIn profiles
- Career blogging
- Career publishing

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