

# Marketing Yourself

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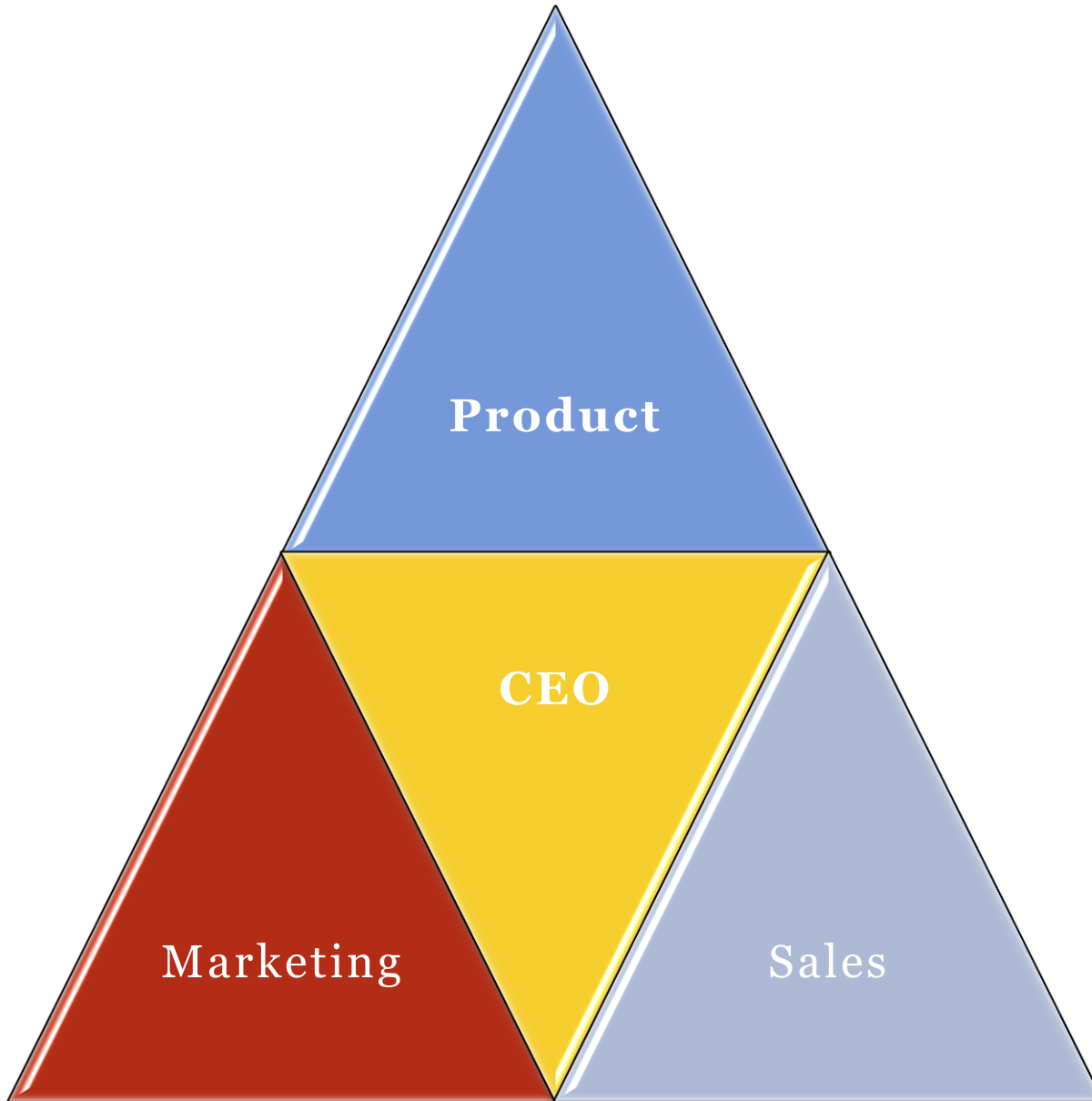
# I've Got Skills

With the competitive job market, it is necessary to put forth an active effort when it comes to your job search

- Step One – I've Got Skills, and how do I communicate these skills
- Step Two – What skills are necessary to fulfill the employer's needs

# Step One

- What are my skills and how do I communicate these skills
- How do I communicate I am the, “best of the best”



# Skills are a key factor

- Resume
- Cover letter
- Networking
- Interviewing

# Identifying your skills

## Self Management Skills

- These “people” skills are used every day to get along with others, like sincerity, reliability, flexibility, etc.
- Employers put enormous importance on these skills, and look for them in applicants as evidence of how they will “fit” into the organization.

## Job Content Skills

- These skills are necessary to perform the specific duties of a job. But job skills aren’t always learned from employment.
- You may have developed job skills through education, home economics, parenting, hobbies, community activities, and life experiences.

## Transferable Skills

- These are either self-management or job content skills that can transfer from one job to another.
- It is unlikely you will find a job identical to your previous job. You will need to carefully evaluate how your skills transfer into other opportunities and include these on your list.

# Self Management Skills

- Tells the employer whether or not you will “fit” in with the company
- Over 50% of people who are not successful on the job have trouble with coworkers and bosses
- The ability to manage your personal reactions to responsibilities and challenges to work and life

# Job Content Skills

- Specific to a job or occupation
- Skills a candidate needs to accomplish job duties
  - **People:** Who you work with or interact with
  - **Data:** Information, reports, numbers
  - **Things:** Equipment, tools, machinery, vehicles
  - **Ideas:** Better ways you have found of doing things



# Transferable Skills

- Skills that can transfer from one job or occupation to another
- Critical for job seekers to evaluate how their skills transfer into other opportunities
- Skills you have acquired during any activity in your life
- Virtually anything - is applicable to what you want to do in your next job

# Common transferable skills most employers are seeking:

- Verbal, written, and interpersonal communication
- Ability to listen and follow instructions
- Willingness and ability to work with others
  - Team work
- Time management skills
- Problem solving skills
- Personal management skills
- Able to find and use information
- Administrative/computer skills

# Communicating transferrable skills

- After identifying transferable skills, develop them into statements

## **Example:**

Transferable skill statement

- I am a good explainer

## **Example**

- Whenever anyone at work had trouble understanding a procedure, they came to me for an explanation

## **Connection**

- I can learn quickly, train new workers, and help others

## Applying for a sales position with your company

- Utilize personal computer for word processing, spreadsheets, and graphic design including internal/external correspondence, reports, procedure manuals and presentations
- Create and distribute a variety of queries and reports using Access
- Complete and submit invoices to process for payments
- Schedule meetings/appointments and make travel arrangements
- Accountable for reconciliation of expense reports

Does this example support desire to be in sales?

Does this resume highlight the skills needed for Sales?

- Customer Service
- Communication
- Conflict Management
- Active Listening
- Sales
- Time and Project Management
- Critical Thinking

# Don't highlight the wrong things!

- Resume screams “secretary”
- Don't emphasize most recent skills unless they are applicable or mentioned in the ad

# Should have emphasized:

- Sales
- Customer Service
- Interpersonal and Communications skills

# Good Explanation of Skills - Quantify!

- Highly ambitious – possessing top sales average increasing daily revenue by 5%
- Prioritize and juggle dozens of simultaneous responsibilities decreasing wait time by 8 minutes
- Build loyal clientele of regulars increasing repeat sales by 15%
- Proficiently operated computer daily – increasing efficiency and productivity



# Job Description

Pro Resources Staffing is currently recruiting a CNC programmer/operator for an aluminum extrusion manufacturer in Elkhart, IN.

Must be able to create new CNC programs for new business, assist in set-up and troubleshooting CNC machines, continue process improvements. Key areas of responsibility are:

- Operate CNC for production
- Design and manufacture fixturing and tooling for CNC machine(s).
- Create new CNC programs for new business launching on the CNC machine(s).
- Assist other CNC operators in set up and troubleshooting CNC machine(s).
- Repair and maintain all CNC fixturing.
- Manufacture prototype parts on as needed basis.
- Continue process improvements.
- Manage inventory, wearable tooling, and CNC area.
- Other duties as assigned.

An Associate's degree in programming or equivalent program is preferred with at least three years experience. Starting pay will be \$15-\$18 per hour depending on experience.

# Be Ready to Communicate Your Skills

## On your resume

- Directly below your contact information
- Title:
  - Professional Accomplishments
  - Summary of Abilities
  - Summary of Qualifications...
- Skip the objective
  - They are all alike and are boring - old school

## In your cover letter

- **Communicate your skills**
- **Good place for your objective**
- **List accomplishments**

# Speaking

## Elevator Pitch

- A powerful and concise description of you and your abilities boiled into 25 to 35 words
- Answers the basic questions about what you do and encourages the listener to request, “Tell me more”
  - Can print on the back of your card

# Networking

- Why should we network:
  - **80% of jobs found through networking**
  - **#1 way to get a job**
  - **Access to hidden job market**

# When Are You Networking

- Attend professional or trade association meetings
- Talk to other parents at extracurricular
- Volunteer at an event
- Visit with members of religious/social groups
- Talk to neighbors
- Strike up a conversation with someone else in line
- Post messages on a discussion forum

# With Whom Can You Network

- Past/present co-workers
- Former classmates
- Members of your religious community
- Person sitting next to you on an airplane/bus/train
- Your children's friends' parents
- Mentors
- Business associates (former customers, clients, vendors, suppliers)
- Barber/hairstylist

# Top 10 Networking Tips

10. Before you network, polish your image
9. Know what you want.
8. Prepare your elevator pitch
7. Get in the habit of asking for referrals
6. Appreciate those who give you referrals
5. Request contacts in writing
4. Realize it is not all about you - listen!
3. Always have a contact card and a pen
2. Take notes on who you meet
1. Follow up



# Networking Letter

- Write a networking letter, similar to a cover letter, to attain new contacts
- Listen to others as they are speaking
- Networking does not stop when the interaction is over - make sure and follow up after the initial contact

# Effective Listeners

- Listening is one of the most difficult things for us to do, but is absolutely key to networking
- It is important to truly listen to what the other person is saying and convey interest
- Don't interrupt
- Listen to what the other person is saying
- Ask clarifying questions
- Show genuine interest with eye contact

# Social Networking

- Combines traditional networking with internet
- Connects people with similar interests and goals
- Create a community of virtual contacts
  - Provides critical information on job leads
  - Industry trends or possible openings

# Facebook

- A representation of YOU!
- Employers are watching
  - 70% of all employers are checking your Facebook page
  - 50% of those checking are basing their hiring decision on what they see

# Be Ready for the Interview

- Proper attire
- Confident presence
- Actively listening
- Be ready to answer the questions
  - Practice, Practice, Practice
- Take copies of resume, cover letter and references for each person interviewing you
- Always ask questions

# WorkOne

- Please feel free to attend a number of free workshops provided by **WorkOne**.
  - Interviewing
  - Active Vs. Passive Job Searching
  - Personal Branding
  - Resume Development
  - Cover Letters
  - I've Got Skills
  - Time Management
  - Many others...