

## Sell Yourself for Getting a Secured Job



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### Abstract:

In job market employers always search for competent employees and employees search for high remuneration with the secured job it is crucial to believe in your skills and abilities so that you can effectively present yourself in the best light during the job interview. The job market can grow or shrink depending on the employees demand and supply within the overall economy, specific industries, for specific educational levels or specific job functions. If you sell yourself effectively means you will get a good job i.e., less risk, without heavy work-load, less job stress. In addition to, sell yourself means selling your ideas, talent, skills to the best organization then you will get the reputation, recognition, job satisfaction, high remuneration, frugal comforts, job security and so and so forth. If you can identify your weaknesses, you can rectify on them and turn them into strengths for the next interview round. Many job seekers fail to inform potential employers of key facts about themselves, because they have not fully acknowledged their own strengths, self-efficacy and skills. Once you know you're selling points and have a sense of how you want to describe them, you need to get proactive about finding opportunities to pitch yourself during the job interview.

### Key Words:

Job Interview, Job Market, Employability, Selling Yourself, Market Yourself, Self-efficacy, Job Security, Job Satisfaction.

### Introduction:

Preparing for job interviews and job searching means learning how to properly market yourself to new potential employers.

It's crucial to believe in your skills and abilities so you can effectively present yourself in the best light during the interview. To be successful in the job market you have to understand what you are selling in order to be able to market yourself successfully. It's important that you understand what makes you unique and know how to communicate the same to the employers. Selling yourself effectively in your applications and interviews for good jobs can make you feel uncomfortable if you're naturally self-effacing. Here's how to get yourself into the right frame of mind for your good job hunt. Once you know you're selling points and have a sense of how you want to describe them, you need to get proactive about finding opportunities to pitch yourself during the job interview. Identify your career goal, understand what you do, and work out what your unique selling point (USP) is. It's about understanding what is the employer's interest.

### Job market / employment market:

The employment market is the place where employees and employers interact with each other. In the employment market, employers compete to hire the best and the employees compete for the best secured job and satisfying job. A market in which employers search for competent employees and employees search for high remuneration with the secured job. The job market is not a physical place as much as a concept demonstrating the competition and interplay between different workforces. The job market can grow or shrink depending on the employees demand and supply within the overall economy, specific industries, for specific education levels or specific job functions. In this market, supply and demand of employees in the market is influencing the bargaining power. In fact, it is imperative for human resource managers to scan the employment market conditions continuously.

The trends in the employment market have a profound influence on the HR decisions relating to recruitment, and compensation. The primary and secondary job markets are intended for division of the standard of jobs within employees services.

## Strategies for selling yourself effectively :

Selling yourself effectively means you will get the secured job i.e., less risk, without heavy work-load, less job stress and at the same time you will get the high remuneration. In addition sell yourself means selling your ideas, talents, skills to the best organization i.e., MNCs then you will get the reputation, recognition, job satisfaction, and remuneration etc. There are multi-ways you need to sell yourself in every job interview in. Here are some questions that provide useful openings for pitching your selling points:

### •Analyze your strengths / showcase your strengths without feeling:

The first step to selling yourself is to recognise that you have skills and strengths worth talking about. If you can identify your weaknesses, you can rectify them and turn them into strengths for the next interview round. Many job seekers fail to inform interviewer of key facts about themselves, because they have not fully acknowledged their own strengths and skills. Any question about your strengths is an invitation to share your selling points in the interview.

### •Confidence :

Consider what it is you're actually trying to achieve. Obviously the final aim is to get a secured job, but how do you get there? Well, confidence is the key, but don't overdo it. It's an essential part of building your confidence so you can move forward in your job search. Your objectives are built on solid foundations of realistic expectation. Just more confident and articulate about your positive qualities. Don't be shy, this helps you build confidence.

### •Ask yourself: What are you trying to sell? Why?

Look at yourself honestly and ask why you want the job or the move that you're focusing on. This is a very useful

question to ask yourself, as there's a very strong likelihood you'll be asked the same thing if you get as far as the interview. This will help focus your attention on projecting yourself in the right way, and when it comes down to it, being able to answer that question effectively.

### •Ask yourself: who's your audience?

You need to present your skills and experience in the best possible light. These should be carefully thought out in advance and must be realistic. If you're applying for a job in an industry you have no experience in, you'll need to explain how your skills are transferable. If you're working with a recruiter you might consider asking their opinion as to the feasibility of your goals.

### •Ask yourself: how can you be more proactive?

The great thing about this process is it can also be effectively applied to making your job searching much more proactive. If you know the job you want and understanding the people you are talking to, you're perfectly placed to push yourself to companies before they even know they need you. Be proactive about what you want to convey in your interview.

### •Switch your thinking:

If you're worried about over-selling yourself or coming across as arrogant, you have to change your thinking. What you are doing in your interview isn't boasting; you are simply providing recruiters with evidence that you are the right person for the right job.

### •Time management skills:

Are you comfortable saying 'I'm good at managing my time' you could talk about times when you managed your time well, using the CAR technique (describe the Circumstances / Context, your Actions and the Results).

### •Self-promotion:

The act of practice or promoting one's own interests, profits etc., bragger otherwise attempting to make our self appearance great. Self-promotion is important to sell yourself. Self-promotion tips to help you make

self-promotion natural, whether you're looking for a job or working your way up the corporate ladder.

**•Communication abilities:**

A job interview is unlike any other form of interaction. The interviewer wants you to communicate what makes you stand out from other candidates. His job is to pick the best candidate. You say a lot about yourself with non-verbal language: your posture and your facial expressions, for instance. Maintain eye contact when answering interview questions, and smile frequently. It's about understanding what your key strengths are and being able to communicate them in a concise and compelling way.

**•Analyze yourself for job-fit :**

A job interview is a conversation, yes. You want to convey what sets you apart from the competition and how you could benefit the organization if hired. Employers know when you are looking for a job below your means. Employers will eliminate candidates whose salary expectations are too high. In reality, all jobs are a work in progress. There's a good chance once you get in the door, you can make it your own and grow to the position that fits your talents. Reframe your experience. You're selling how your knowledge base and skills can solve business problems in the future regardless of the employer or even the specific job description. Understand what they are looking for and emphasize how you specifically fit those needs.

**•Hone your speaking points:**

You should have a pretty good sense of the key selling points that your interviewer will be most interested in. Now it's time to frame these selling points so that you can communicate them concisely and powerfully. It's useful to do some preparation around what you want to say and how you want to say it. Hone your speaking points - these can be areas of expertise, key accomplishments, education or training, soft skills, personality qualities, and/or other strengths.

**•Strong work ethic:**

A strong work ethic is a great asset and a desirable quality for almost any position. Just keep in mind that interviewers hear this "hard worker" claim a lot and may not see it

as a huge differentiator. If you choose this as one of your interview selling points, make sure you have a great example or proof statement that shows how you personify this quality.

**•Practice until it feels natural :**

Just like you would practice for an important speech or a big performance, you must practice for your interview. Practicing is especially important for those inclined to modesty it allows you to work out the kinks before you walk into the interview. So prepare for an interview by identifying the problems hinted at in the job wanted ads. Then prepare examples detailing how you'll solve those problems and how you've solved similar problems in the past. Practice telling stories about specific results you've achieved.

**•Prepared: Tell me about yourself?**

Most interviews open with this question. This is an opportunity for you to start strong and steer the interview discussion to your strengths.

**•Your role descriptions :**

Any decent interviewer will ask you about your most recent positions. Instead of just rattling off your duties, weave in examples that show off your key qualifications. What you want and need from a job and what you have to offer an employer should be clarified.

**•Drag to brag :**

Sometimes it can feel less 'brag' to quote somebody else's positive opinion of you. For example, I'm a very effective project manager. My manager told me that I am the best project manager at the company. Give yourself permission to brag.

**•To be or not to be:**

Let's start with one general principle; when most people are asked about their strengths, they naturally start to answer with 'I am' – as in 'I am intelligent', or 'I am a great project manager'. Don't answer questions with 'I am', and don't use overly-fancy words. If you drop in a bunch of high-level words and phrases not used in everyday

speech, the interviewer will likely think that your answers are rehearsed.

## •Cut to the chase:

Remember that employers aren't interested in who you are, but what you can do. To put a finer point on it, employers want to know what you have already done. Consider these two sentences:

- » I am a very good project manager.
- » I have always performed best in situations that required strong project management abilities.

## •How to be persuasive :

While desperate to see ourselves as autonomous, this peculiarity is what makes persuasion a subtle art, because a large part of persuading people is letting them think that they're convincing themselves. It's about appealing to their pleasing self perceptions, letting them see themselves as intelligent, open-minded and insightful.

## •Biggest mistakes previous job hunters make:

It might take a little more time for reasons from your salary demands to your own lack of imagination about the kind of work you're applying for. We bring intangibles to the workplace from experience to a vast network of connections.

## •Your résumé sucks:

Your résumé must tell a story, not provide a list of job titles and dates. The key is to rein your résumé in to no more than two pages. Sloppy mistakes make it look like you're careless and aren't that interested in the job. Your resume and cover letter will likely form an outline for at least part of your interview. Because a resume has to be brief, it probably says many things that could be elaborated on or explained in more detail.

## •Your references works:

Most people don't really use their network to get a job. And the truth is people hire people they know, or people they know-how.

## •Building your brand:

Market is often seen as a business-related activity, but it is at the heart of every successful job hunt. Whilst you're at university/ college you are developing your own individual brand. When employability is viewed in its crudest form, we are all products attempting to sell our skills like soft skills, employability skills, communication skills, knowledge, abilities, competencies, talent, ideas, and self-efficacy, etc., in the job market. One way to think about this is; if your name was a brand, what would your brand say about you? From day one at university/ college you need to think about how you will complete your course, but also how you will become a successful graduate/ post-graduate. The difference being that to be a successful graduation/ post-graduation is not merely limited to your degree, but includes developing additional skills which make you more marketable and as a result increase your employability skills. You need to actively engage with your career development and ensure that upon graduation/ post-graduation you have developed a brand that an employer wants to buy.

## •Interpersonal relations :

Go to industry and professional meetings and conferences. You never know who will know someone who is hiring. And many university / college career centers are reaching out to alumni to help too. What does selling yourself mean? it means developing relationships with people so that they want to hire you, they want to work for or with you, they want to refer to you, and they want to help you. Interpersonal skills, also known as people skills, are the skills you use to interact and engage with people. Someone who was hired because of his ability to connect with people. Your interpersonal skills will be evaluated during your job interviews, so it's important to prepare for the interview so you are as comfortable and confident as possible when interviewing.

## •Be specific :

Be prepared to back up your claims about your skills or characteristics with relevant and specific stories. For example, don't just say you "work well with others" -- talk about the types of teams you've worked with and what you've learned from them.



## •Accentuate the positives:

It's easy to feel down on yourself after getting rejected for a dream job, either telling yourself that you're a failure or that you don't have what it takes to succeed.

## •Pressure-proof :

Successful job seekers are persistent and most important, resilient. They see the job hunt as a process, not an event. 'Don't expect perfection from yourself', you think, 'do the best you can', and you think 'what sort of job can help you achieve that goal'.

## •Networking :

Networking is the most important thing that you can do," When you're assertive and proactive, opportunities are more likely to come your way. Networking provides the perfect opportunity to market yourself. Building a network is invaluable as it provides links to individuals and organisations that may be able to help you find an internship building and online network provides the perfect platform to network. You can also use alumni to help identify different routes into your sector of choice.

## •Elevator pitch:

An elevator pitch is a summary of what's brilliant about you. It should be concise and to the point, but communicate an interesting fact about your skills. Make sure you know your specialty; what makes you unique?

## •Learn from each letdown:

In the job hunt, no one is ever going to bat a thousand. If you didn't get the position that you were positive you were a frontrunner for, assess what might have gone wrong and see what you can change for the future. After you leave an interview, things you know you could have done better.

## •Prepare sound bites:

Prepare three or four effective sound bites that highlight your skills and past successes. When you're coming up with your sound bites, ask yourself, what were my greatest accomplishments at my most recent job? And what sets me apart from other candidates?

## •Ask yourself, what is the missing element between the MNCs requirements and Graduate/post-graduate students?

Multinational Corporations are looking for a different mix of soft skills, abilities, capabilities and competencies depending on the business it's in. Employer is looking for employability skills from professional courses graduates. MBA graduates and Engineering graduates looking for secured employment. But gap aroused between organizational requirements and employee requirements.

## •You think, what competencies MNCs required and what are the competencies available in you?

In the recent NASSCOM meet, it has been emphasized that there is a wide gap between the skills imparted to the students in their universities/ colleges and the skills that the industry looks. The changing industrial environment demands a wide variety of skills of academic knowledge and industry relevant talent. 'Soft Skills' means all the skills that are not part of the usual academic curriculum. Soft skills, are said to be 'Transferable Skills'. Transferable skills are those skills which can be passed on to the people by proper learning and teaching. Soft skills are required for the students to improve the skills in all walks of life and professions. The changing organizational and social environment demands a wide variety of skills of academic knowledge and industry relevant talent.

## •What skills are most important for companies that are hiring?

There are some skills and qualities that employers require of all applicants for employment, regardless of the position they are hiring for. These are called soft skills and they include the interpersonal skills and attributes you need to succeed in the workplace. In addition, there are the more tangible skills you need in order to do the job effectively. These are called hard skills, and they are the specific knowledge and abilities required to do the job. Here's information on the difference between hard skills and soft skills. You'll need both for most jobs, and it's important to show employers that you have the skills they need when you're applying and interviewing for jobs.

## •Communication Skills:

The ability to communicate effectively, both verbally and in writing, is essential, no matter what job you have or industry you work in. You will need to be able to communicate effectively with employees, managers, and customer's in-person, online, in writing and on the phone.

## •Leadership Skills:

When companies hire for leadership roles they seek employees who can successfully interact with employees, colleagues, clients and others. Even if you're not applying for management jobs, leadership is a valuable skill to bring to the employer.

## •Positive Attitude:

Attitude might not be everything, but it's extremely valuable. Employers want employees who are positive, even in stressful and challenging circumstances. They want to hire applicants with a "can do" attitude, who are flexible, dedicated and who are willing to contribute extra, if necessary, to get the job done.

## •Teamwork :

Regardless of the job, employers want to hire people who are team players who are cooperative and work well with others. They don't want employees who are difficult to work with. When you are interviewing be sure to share examples of how you worked well on a team.

## •Showcase Your Skills:

To be sure you are showing your top skills when you're job searching, make a list of the skills and qualities that best are best reflected in your background. Incorporate them into your resume and cover letters. Share the examples with your interviewers so they know exactly how much of asset you will be if you're hired.

## •Share Your Expertise:

Be ready to share three or four of the personal qualities, skills and/or areas of expertise which would help you to excel in the job for which you are interviewing. Ultimately, you will want to share several other strengths before the interview is over.

Make a list of your strengths before you go into the interview, so you know what you will share. Look at the job description and match it with your skills. Then share the top few skills which make you an ideal candidate for the job.

## •Think about reinventing yourself:

In today's job market, you have to reinvent yourself to stay competitive by turning your current skills into new and different positions. Instead of starting all over again, you can start by building on what you already know. The skills that you have been using in your past work experiences can still be of value to you in a new career. By identifying your skill, you can turn your current skills into a new career.

## “God knows who you are, where you are, and what gifts He has given you.”

My thoughts today are about “knowing your skill-set.” Every person is significantly unique. With all the myriad elements of diversity, it is still remarkably amazing that no two people are exactly alike. Each person is the unique design of their Creator, with a blend of experiences, interests, abilities, and opportunities that are unlike any other person's. We have many things in common with one another – probably more similarities than differences – yet we each retain an individuality that is God-designed. Who but our Almighty God could accomplish that?

## •Be positive :

Even if you quit your last job, saying something like I felt I was ready for a more challenging position - like this one seems to turn a potentially interview-killing situation into something that makes you look very attractive to a hiring manager.

## •Self-assessment:

Use the generic employability skills highlighted. Employability refers to a person's capability of gaining initial employment, maintaining employment, and obtaining new employment if required. Employability is about being capable of getting and keeping fulfilling work. More comprehensively, employability is the capability to more self-sufficiently within the employment market to realize potential through sustainable employment.

## •Do you know your Skill Set is?

A skill set is a particular category of skills necessary to acquire a job. A person's range of skills or abilities. Examples of specific skill sets include human relations, research and planning, leadership, management and computer skills. Creative skill set empowers the creative multinational companies to develop skills and talent. Knowing your skills is just the first step in getting more use out of your skill set. However, he or she may be good in a few areas, average in most and have skills in some areas.

- Work-specific skills are skills used to do a particular job such as designing websites, or accounting.
- Personal skills are skills that come naturally to some, but they can also be learned. Examples of these skills are honesty, punctuality and being team-oriented.
- Transferable skills are skills gained through your previous jobs, hobbies or even everyday life. These skills can be used, or transferred, to another job.

Every employer is looking for a specific set of skills from job-seekers that match the skills necessary to perform a particular job. There are certain skills and attributes that are universally sought by employers.

## •Focus on Your Most Relevant Skills

When job searching, it's important to include the skills the employer is seeking in your resume and job applications. The skills (both hard and soft) will be listed in the requirements section of job postings, and help wanted ads. Highlight the skills that are the closest match to the job requirements in your job application materials. Here's how to match your qualifications to a job. In most cases, especially in today's tight job market, you'll probably need all or almost all of the required skills, plus at least half of the preferred skills in order to land an interview. Then, if you have one or more of the desired skills, your chances are even better.

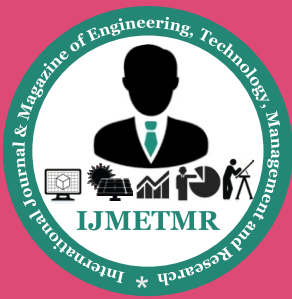
## Conclusion:

How to market yourself successfully? Your market strategy will only be as good as the product, so take the time to graduate with a brand that employers will want to buy.

Once you've developed the soft skills and employability skills, it's important to understand how to communicate them to employers. A great resume or application form depends on how well you can market your skills, but it's also about recognising the skills you have developed. Many students often don't recognise the transferable skills they've developed and how relevant they're to the world of work. In the present uncertain economy, the job market is more competitive than ever. In this fast changing economic environment, it is unrealistic to expect that you can successfully land a new job by talking to only a handful of companies. Searching for a new job, it can become one of the most uplifting, eye-opening experiences that can change your life for the better. Just give yourself time, don't lose your self-confidence and follow a well-crafted plan. Most important, never forget that employers are looking for people who can demonstrate energy, intelligence, aggressiveness and persistence. In today's competitive world, where there are more job seekers than the jobs available. The way you speak, your appearance, and the way you act will all become part of your job market message. You want them to know that you are a capable and trustworthy person to help them improve or resolve issues in the organization. The above strategies or tips will help form the road map of your journey for success in an interview and getting secured job.

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