

To sell yourself you need to understand how people buy.

**How To Sell and Market Yourself!**

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# How To SELL AND MARKET YOURSELF!

*You won't get in if you don't stand out!  
Most CV's just hit the bin. Find out how to effectively tailor  
yourself to the job – on paper, at interview.*

*A powerful insight into how sales & marketing techniques  
can help you get that job.*

**A.J Cahill**

**A.J. Cahill**

# **How To Sell and Market *Yourself!***

***Sales & Marketing. Effective CV Writing.  
Effective Interview Technique.***

***Three Books in One.***

***Why are some people more successful than others? Simple – they have more drive, conviction and ambition than others.***

***This book aims***

- ***To give you an appreciation of the principles and psychology involved in Selling and Buying***
- ***To raise your awareness of the main problems associated with CV writing***
- ***To show you a terrific framework you can apply to your own CV***
- ***To assist you in getting a job***
- ***To help you get to interview stage and improve your technique***

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## **INTRODUCTION**

### **SALES & MARKETING**

Make no mistake. Selling and Marketing yourself is about improving your lifestyle and about making money. Why else would you go to the effort? You want more out of life and you know you're capable of getting a bigger slice of the pie than you already have.

But you've got to want it! The more reasons you have for improving your life the more determined you will be to achieve it. And... if you're thinking "I've never achieved anything before" it doesn't matter. It doesn't matter where you're coming from: only where you want to get to. Dwelling on the past simply makes it become your future.

Have you ever wondered why some people are more successful than others? In most cases the overriding reason is that they have programmed themselves to reach goals, to achieve, to be a winner. They view themselves as a product that has to be sold. They work every facet of their personality to their advantage and they have exceptional drive in pursuit of their goal. It was once said that Bill Clinton won the presidential campaign because he

- possessed superlative stamina
- had unwavering efficiency in pursuit of a desired objective
- demonstrated resourceful resilience (the art of managing a setback)

Everybody, no matter how successful they are, at some point encounters a setback. It's what they *do* that differentiates winners from the rest. In order to win you need to be in control. And getting a job today will generally involve

1. Compiling and sending out your CV
2. The possibility of Psychological Testing
3. Interviews

The ONLY PART of this process that YOU CAN CONTROL is the content of your CV. At every other stage the employer sets the agenda and is in control. But you can influence their level of control by constructing your CV to be attention grabbing, directly relevant and *persuasive*. You are attempting to get the employer to *buy* YOU! So you must look at yourself as product. A product that is in competition with perhaps tens or hundreds or 40thousands of other products. YOU MUST BECOME YOUR OWN BEST PRODUCT.

The aim of this book is to prove to you that there is a link between the sales process, the CV and the interview.

If you are trying to get a job or improve your career you become involved in the selling process. There are numerous definitions of selling, for example ...

- The exchange of goods for an agreed sum of money
- To attract prospective buyers
- Selling is the process of helping someone discover something of value
- Selling is the art of closing the deal because selling is first and foremost a transaction between the seller and the prospective buyer or buyers
- To influence others into your way of thinking and doing

- and of course all contain an element of truth; but what you need to be clear about is that if someone is SELLING then someone equally is BUYING and each has a defined process that they will follow, either consciously or subconsciously. In other words there is a SELLING CYCLE and a BUYING CYCLE.

So in order to effectively SELL yourself, you need to understand HOW people buy. You do it yourself every day. No matter how small or how big the purchase you go through a conscious or subconscious buying cycle. Take buying a newspaper for instance... you either always buy the same one because you know that what it contains satisfies your needs, you like the look of the paper, the writing style of some or all of the columnists etc. Generally most of us don't think too much when we reach the news stand but just occasionally we might be deflected towards an eye-catching headline in another publication and decide to investigate that. Now you have a decision to make – is the new one better than the old? And if so why? Is it enough to make you buy it? Will you buy the new one as well as the old one or instead of? Or will your evaluation lead you to decide that you should stick with the original and move on to your next decision?

The point is, people make decisions all the time about all sorts of things – it's just that they don't register as decisions because they are generally familiar and occur every day. When it comes to major purchasing decisions the subconscious cycle is generally the same but the conscious buying cycle changes in intensity where larger amounts of money are at stake or where the product or service purchased can have long-term implications.

How many times have you agonized over buying something substantial – car, furniture, holiday? Most of us agonize because we don't want to make a mistake. No. not even that! We can't **afford** to make a mistake! And neither can an employer.

And when you've finally taken the plunge and made the purchase – what happens next? You're overcome by feelings of doubt! Have I done the right thing? Will it work? Did I pay too much? Will others like it? Will **I** like it? This is known as "Buyers Remorse", And so it goes on. Until... someone tells you that you've done exactly the right thing. Nothing like a vote of confidence for the self-esteem!

Selling yourself on paper (your CV) and at interview is no different. On your CV you are selling you in the hope of making interview. If you make interview you are hoping that you are the right candidate, the *only* candidate that they want. But if you're selling then automatically someone else is buying, and that is why you need to understand the selling and buying cycle. Sometimes it's referred to as "Sales for non-sales people" – but everybody sells to somebody every day, *so we are all Sales People*.

It has also been said many times that selling is the highest form of professional communication and that the best sales people have the highest level of integrity. And nothing could be nearer the truth when you are talking about selling YOU! If you cannot get across all the positive things about yourself in a truthful and convincing manner, you will fail.

So, as a *Sales Person*, read on and learn how to master the challenge of Selling **YOU!**

## **CHAPTER TWO**

### **SELLING YOU!**

***A simple exercise...***

***Write in words your own definition of "selling".***

***(Don't go to the internet and search. That's not the purpose!) Have a long, hard think and by all means use some of the examples above, but come up with your own neat and concise definition.***

***Go on, have a try...***

Good! Now, based on what I have said before, I want you to draw a PICTURE of the Selling process. No, it's not a joke. Draw a picture of what you believe selling is really about. I have drawn mine and it's on the very last page of the book. When you've drawn yours have a look and compare. Are we on the same wavelength? Is yours better? Or do you think I have hit the nail on the head?

So, what have we demonstrated? Well, hopefully, that when someone is selling, someone has to be buying. And each of these actions involves a process or cycle, which we'll examine later. Then what we are really talking about is *professional communication at the highest level*. But you need to understand something else ... **why do people buy?** This is the psychology of selling.

People buy something because of what it will do for them. Of course, it needs to be something that they want, need, can use and can afford – in other words they buy the **benefits** that having something will bring. Let me explain... In any given year *Black & Decker* sell millions of quarter-inch drill-bits. **Not because people want quarter-inch drill-bits, but because people want QUARTER INCH HOLES!** It is what the product *does* that makes people buy it. It is the same with you. A prospective employer will buy YOU over and above another candidate because of what they believe are the benefits you will bring to their organisation – increased sales, better customer service, new market knowledge, more efficiencies, clearer financial reporting, cost-savings and so the list goes on.



So, later on we are going to focus in on benefit selling because if you fail to master that you will fail full stop.

Ok. So my picture was all about COMMUNICATION wasn't it? Not about products and factories and trucks (yes I've had these when I've asked prospective sales people to work for me) and yes, some people just don't get it. If you don't either accept or understand that people sell to people and people buy from people through the medium of communication then I'm not sure what, if anything, I can teach you. All I know is that in all my years of working with top-drawer sales people the best ones got it, practiced it and perfected it.

Now you need to be aware of selling the **tangible** from the **intangible**.

Selling something tangible is selling something that you can see, touch, feel, turn upside-down, paint blue etc. Selling something intangible is selling something that in essence doesn't exist in reality – it can't be touched or stored but it most certainly can be felt! Your personality and your attitude for instance. Some call it your *persona*.

Applied to writing your CV and attending interview how does tangible differ from intangible/

Well, your CV is all about intangibles – your qualities, your knowledge your experiences, your aspirations etc whilst the interview embraces your physical attributes as well – your dress, your demeanour, your handshake, your eye-contact and so on. You will be questioned on everything contained within your CV as well so the interview itself is perhaps considered as potentially even more important than the written CV alone. I will talk about the "Moment of Truth" later in the book.

But let's look at some of the elements at work when selling and buying is taking place.

### CHAPTER THREE IMPRESSIONS

Everyone talks about impressions –

- “you never get a second chance to make a good first-impression”,
- “I don't like that man. I must get to know him better.” (Abraham Lincoln)
- “First impressions are often the truest, as we find (not infrequently) to our cost, when we have been wheedled out of them by plausible professions or studied actions. A man's look is the work of years; it is stamped on his countenance by the events of his whole life, nay, more, by the hand of nature, and it is not to be got rid of easily.” (William Hazlitt)

But perhaps most importantly – what you see first is very hard to change and even then only with some difficulty.

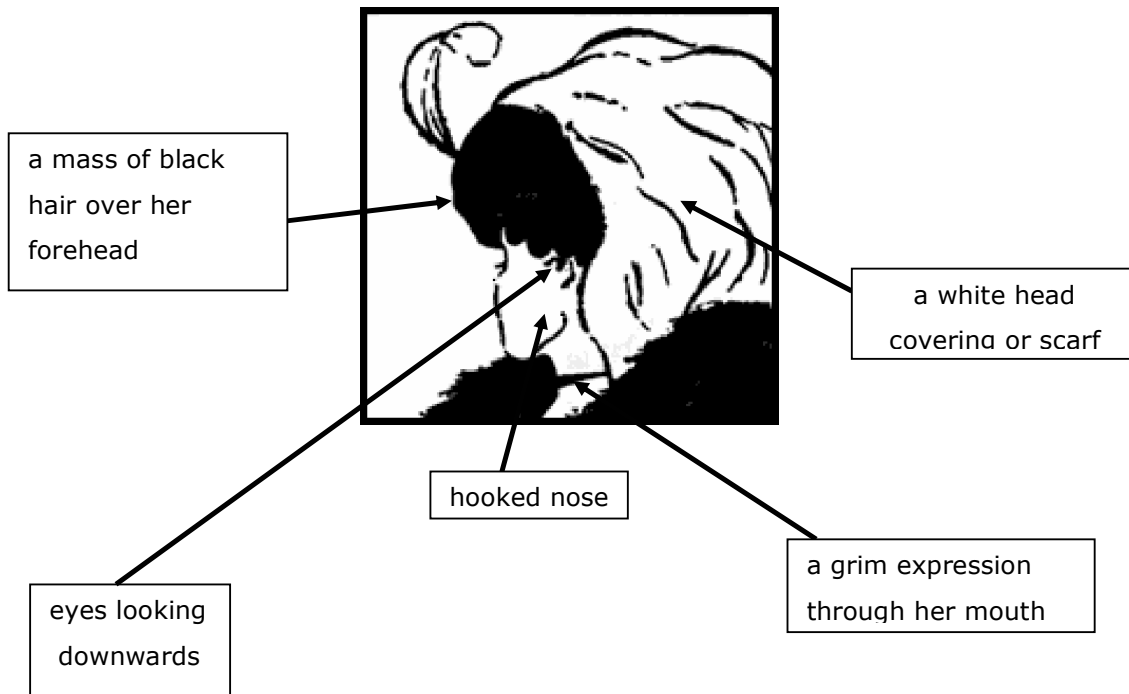
Look at the picture below – old woman or young woman?



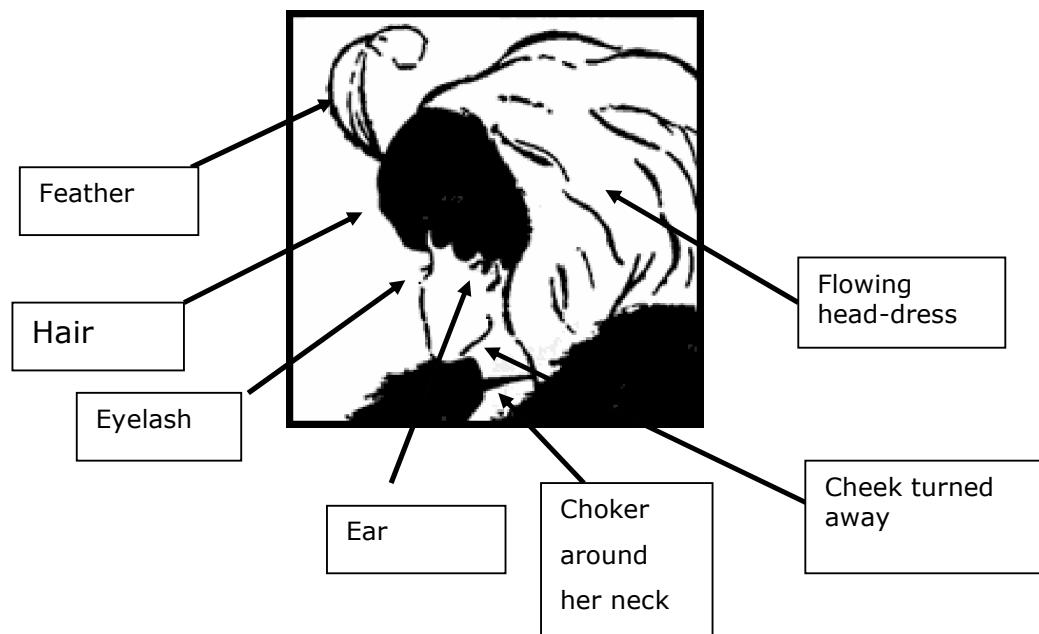
It is of course both, but it depends on what you see first as to whether you can see the other and also whether you can open your mind enough to take guidance on how to see the other image. The point is, that there is no right or wrong. The image is both embodiments to different people.

If you need some clues...

### THE OLD WOMAN



### THE YOUNG WOMAN



The young woman is possibly a little more difficult because she has her face tilted to one side showing only one eyelash, her cheek is turned and she is wearing a flowing headscarf. But the significance is that the nose has become a cheek, the mouth a choker and the eye,

an ear. As an exercise it doesn't matter which one you see, but when you are trying to sell to someone if you see old and they see new – you will not make the sale! So now it is about helping the buyer to see what you see. In other words changing the picture in their mind to the one you want them to see!

## CHAPTER FOUR FEATURES AND BENEFITS

So how are you going to do that? Let's take a standard, tangible product rather than an intangible service or quality; it makes illustration easier.

Any product – a tv, refrigerator, hi-fi system, a toothbrush – consists of physical elements that comprise its make-up. And those elements combine to give the product a number of FEATURES.

Take the toothbrush. It's got soft bristles and a flexible head. So what?!

Take a car – it's got power steering, ABS brakes, Xenon headlights, etc etc. So what?!

Well of course features are there because of what they do for you. In other words a BENEFIT.

A toothbrush with soft bristles is less likely to cause bleeding gums and a flexible head gives it the ability to reach those hard-to-get-at places where food lodges, bacteria forms and tooth enamel is weakened. So the benefit to having a soft bristled, flexible-head toothbrush is that it can help prevent gum disease. In itself a highly-desirable attribute.

Look at the car example and see what BENEFITS you can come up with from the features above. Tip! Use the words "so what" and "which means that" to help you turn a feature into a benefit. Here's how...

"This car has speed-sensitive power steering". So what?

"This car has speed-sensitive power steering *which means that* it makes the steering wheel a little harder to move at high speed but very easy to move at low speed. *Which means that* when you're trying to park in a tight space the steering is almost effortless and makes the task much easier, but at high speed you are less likely to make sudden jerky movements of the steering wheel which could be dangerous to the handling of the car".

Now you try!

- ABS Brakes
- Xenon headlights
- Alloy wheels
- 160 brake horse power

You see, it's not that difficult when you remember that people buy BENEFITS not FEATURES. Did you also see something else that was happening? When you started to describe the benefits did you start to construct a mental picture of yourself parking and then driving at high speed? If you didn't that would be highly unusual because people think in PICTURES not in words.

Describe your first bicycle.....

You're not going to write out a whole list of things about it are you? Rather, you will recall a picture from your past with you riding it. And this picture will be in full colour, with extraordinary amounts of detail – not only people, places, surroundings but also EMOTIONS, good and bad.

Exactly the same applies to describing yourself on paper (your CV) and face-to-face at interview. You will have a picture of yourself which you will describe in words on your CV. When read by an agency or employer your CV conjures up a picture in their mind of who they perceive you to be. Rightly or wrongly. Accurately or inaccurately. How many times have you spoken to someone on the phone only later to meet them in person and find that the image you had of them in your mind is completely different to reality?!

Understand this phenomenon and you are a long way towards being able to sell and market yourself accurately and effectively. When it comes to selling and marketing themselves most people take the easy way out and portray themselves on their CV as a list of FEATURES. And that is why so many CV's get filed in the bin. If you're smart, you will put in the effort to turn your CV into an interesting and convincing sales tool by concentrating on the benefits that your qualities, knowledge and experience can bring to the position.

This is also why I absolutely do not encourage you to go to a CV writing company. Yes you will come out with a really good looking CV but you will not present it with conviction since you did not write it and you will lack substance at interview. After all, your CV is what the interview will be based on isn't it? So you had better know exactly how to bring out the best in yourself when asked. This unfortunately means putting in the effort. Gary Player the golfer once said "it's amazing, the harder I practice the luckier I get!" You don't achieve without effort nor do you find yourself on top of Mount Everest simply by wandering around!

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