

## Solve Anything with Dr. Mark

Career Advice for the Working Class

From bunkered to blitzing

**Q:** I know there will be a lot of people competing for the jobs I am looking for. What are some things I might try to land a job?



Q & A

**A:** I can see that you're worried about how to beat the competition who are all competing for the scarce number of jobs. To get some expert advice I turned to Seattle-based Andrea Sittig-Rolf, sales trainer and creator of the Blitz Experience business development program. She has taken much of what has proven successful in sales and turned it into her new book, "Rev Your Resume" (Aspatore, \$15.95), to help people sell themselves when seeking a job.

*Sittig-Rolf shares a list of proven sales techniques that will greatly increase your chances of landing a job and then being successful in it.*

- Create your IJP (Ideal Job Profile) to quickly identify who is not an ideal employer and move on to someone who is.
- Do your research: Think about the size of the company, number of employees, location, products or services they sell and any other parameters that are important to you. Remember, if you're unemployed, this is your chance do something you love, so rather than just go for another job take the time to figure out what you really want to do.
- Market yourself: Create your personal mission statement, based on the job for which you are applying, that starts with "I help companies" and ends with a verb and a noun. For example: "I help companies increase sales. I help companies drive profits. I help companies cut costs." "I help companies crush the competition." This approach allows you to convey the message you want to convey in a quick, easy way.
- Solicit testimonials from former employers or co-workers: Chances are, you've worked for or with someone in the past who thought you were great. Leverage this relationship to gain powerful and compelling testimonials about your work ethic, creativity, ability to be a team player, or whatever your strengths may be. You can even write the testimonial yourself and just ask permission from the person you'd like it to come from to use it. This will save time, get you the testimonial faster, and include the message you want to in order to get your point across. Use one testimonial to get the attention

of a potential employer at the very top of your resume. Use another testimonial at the very top of your cover letter. In each case, using a testimonial draws the reader in to continue to review your resume and cover letter.

- Create an Accomplishments Portfolio to showcase your work and the results you've created for former employers as a way to prove you can do the same for a future employer.
- Cold call to schedule interviews: You'll do better face to face, but in order to do that, you need an interview. When you successfully schedule the interview, you've just demonstrated in real time, your ability to cold call and get a result, which will impress the potential employer. The purpose of the meeting is to learn more about the company and share your ideas of how they can meet their goals and initiatives (which you know about based on the research you've done) by hiring you.
- Try the "Aha! Formula" when scheduling cold job interviews: Anticipate the Objection, Handle the Objection, Ask for the Interview. When encountering objections, refer to any previous work you've done including results you've created that demonstrates it's a least worth having a conversation to learn more. Remember to use the testimonials you've gathered as well. Responding to an objection by sharing a testimonial is a great way to land the interview.
- During the interview make a good impression: Offer a firm handshake and make good eye contact and don't forget to smile. Try to relax and be yourself — show your personality. Be who you are since that's a lot of what the employer will judge when considering hiring you. You'd be amazed at how much personality can persuade a potential employer, often personality can trump lacking qualifications. Be sure to ask questions at the end of the interview — show your interest in getting the job. Thank them for the opportunity to interview.
- Follow up each interview with a handwritten thank you note: Carry a box of blank thank-you cards and stamps in your car. Write the thank-you card in the parking lot before you leave the interview, and mail it on the way home. Mention something in the note that is specific to your discussion and that will help them remember you over and above the other candidates being interviewed. The employer will be impressed with the fast turnaround. Call one week later, unless you've made other arrangements with the potential employer, to inquire as to their decision or any next steps. Don't be afraid to ask for the job, let them know you want it.

**Ask Mark** • Mark Goulston is a Santa Monica-based management adviser, executive coach and author of "Just Listen: Discover the Secret to Getting Through to Absolutely Anyone." Ask him questions at [mgoulston@markgoulston.com](mailto:mgoulston@markgoulston.com).