



Last month's newsletter ended with a promise to tackle how one sells one's value.

To quote a few sentences: "This powerful career management tool—of knowing your value well enough to convey it with strength and conviction—has wide-reaching uses. It is effective, no necessary, in resumes, interviews, performance appraisals, creating a 15-second pitch or elevator speech...career growth is almost impossible without it."

#### Developing a Value Statement

Do you have any idea what your value is or what defines it? (If you've had your resume professionally prepared, your value will be clearly related on that document.) The easiest way to understand it is to think of what you offer that will earn your compensation. Here's how to arrive at understanding value from an employment perspective:

- quantify related education and your experience in your area of expertise, or in the industry.
- define your area of expertise: a history of cold-calling successes; experience in several mergers and acquisitions; existing relationships with multi-million dollar customers.
- finally, what qualities do you have that have helped you achieve? Tenacity, focus, people skills, ability to read "body language," super organized, able to read between the lines ... hone in on your strengths.

Committing a few sentences to paper will begin this journey, and many revisions later you will have an authentic, succinct and powerful paragraph about who you are and what you offer.

For example, my paragraph might read:

I offer award-winning resumes and cover letters that are in print. I am committed to continuing my training, a sort of kaizen approach with ongoing improvements in strategy and technique. Supportive of all facets of a client's job search, I offer interview coaching and job search assistance. This focus on customer service has resulted in happy clients who refer friends and family. In fact 80 percent of my business is now generated through referrals.

If I were to apply to a subcontracting position this paragraph would certainly generate interest: the employer would see how my service levels that lead to further work would benefit his business.

#### Profits through Performance & Productivity

Conveying your value means you are speaking the employer's dialect. Address their profits through your performance and productivity, and you are on your way to impressing, big time!

Your **resume** must show that you can do the job, typically expressed with a list of key words and phrases. But more than that your resume will include some of these accomplishments. (\*E-mail me for my article, *Are You a Generic or Name Brand?*.)

During an **interview**, the interviewers will want to confirm that you do indeed have the skills that you claimed to have, but more than that they will be doing what could be coined a "sniff test." They will want to see if there are any obvious obstacles, and whether you will fit in with the team. (\*E-mail me for my article, *Inside Out Interview Strategies*.)

In sharing stories of how you achieved your qualifications, status, accomplishments, and reputation, you will wow your interviewer and make the decision to hire an easy one.

#### More Resources

This is a huge topic, and is tied in with personal branding. Here are a few more resources:

Try [15secondpitch.com](http://15secondpitch.com) for a start.

For a step-by-step article, go to *Executives: Pitch Your Value Proposition and Win Top Opportunities*, which can be found under the articles listed at [grahammanagement.com](http://grahammanagement.com).

And for a serious help from a branding professional, I recommend Canadian Paul Copcutt of [squarepegsolutions.com](http://squarepegsolutions.com).

Do you know someone who could use this knowledge? Feel free to forward my newsletter.

My thanks for your ongoing support and interest, Stephanie ☺