

# Northern Ireland Graduate Recruitment Fair

**LIFE'S A PITCH !** Glenda Martin, Career Development Consultant, Ulster University

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How to sell yourself to an employer in 4 compelling steps

**While most job seekers know how to generally *market themselves to employers*, they don't always know how to effectively *pitch themselves to employers*.**

When you submit your CV or application form, an employer spends about ten seconds scanning it to see if you're even qualified for the position. In these ten seconds, you need to convince the employer they should hire you.

Research clearly indicates that employers are increasingly looking to hire for attitude. Applicants who are hungry, interested and engaged are considerably more employable, and when they have a passion for achievement, there are no limits to what they can achieve.

If you're wondering how you can do this, here are four compelling steps that will help you impress employers and even land that dream job.

## **1. Figure out who you are.**

Firstly, you need to know who you are as a professional. Take a look at your work ethic, interests, character, strengths, and weakness, and combine these into a description of who you are.

In the corporate world, it is often referred to as your elevator pitch. You should be able to answer the questions "Who are you?" "What do you do?" "Why do you really want this job?" "What do you love about this industry?" "What motivates you to get up in the morning?" in a way that's relevant and exciting.

Applicants who are confident in their interests, passions, skills, and abilities are more likely to stand out to employers. If you know who you are and can confidently illustrate these qualities in a CV, application form or interview, employers will feel more confident in your abilities and suitability for the role.

## **2. Know your Unique Selling Points (USPs).**

Your USP's and experience are what will get you in the door. Make sure you don't overlook a combination of your technical and employability skills because employers want to hire well-rounded candidates. Your USPs should also be relevant, concise and well-articulated.

Think about the defining moments and experiences of your life that got you interested in doing the work that you're pitching for. We often rely on our qualifications to tell our story, when really, they only tell part of it, so... fill in the rest of the story.

Once you know your USPs, take every opportunity to highlight them throughout your job search. Be careful you don't do this in a manner where it sounds like you're boasting. You want to show employers what you can do and how it will add value to their organisation should they hire you.

### **3. Explain how you're an asset to the company.**

Understanding what it means to add value is a fundamental question that should be answered by anyone looking for work. Securing employment needs to be earned - even with a fancy degree in hand, there are no promises or guarantees.

In preparation, make sure you understand the company itself. Be clear what the company does, their values and objectives, and the future opportunities or threats within the company or industry. You will then have the platform to explain how you fit into their picture.

Reflect back on your USPs and once you've got all your *awesomeness* written down in one place, pick out the pieces that are most relevant to the opportunity. And then say them out loud as many times as you need to until you actually believe them.

### **4. Develop your Self-Confidence.**

Self-confidence is extremely important in almost every aspect of our lives and pitching yourself to employers doesn't have to be as scary as it seems. Whilst it can be challenging to customise a CV and confidently perform at an interview, if you are confident and showcase your best self, you'll be able to set yourself apart from other applicants.

Two main things contribute to self-confidence: positivity and self-esteem. Confident people inspire confidence in others: their audience, their peers, their bosses, their customers, and their friends. And gaining the confidence of others is one of the key ways a person finds success.

Your level of self-confidence can show in many ways: your behaviour, your body language, how you speak, what you say, and so on. It is therefore important to remember, confidently selling yourself in the job market may be the one thing that makes you stand out from all others.

***So, whether it's a networking event, graduate/placement recruitment fair, a chance meeting, creating a CV or attending an interview: it all comes down to the same thing – "why would you be the perfect candidate for this job?"***