

Selling Yourself: Are You Having the Right Conversation?

- 1) Is it about *you* or me?
 - Identify Your audience
 - Get out of your box and into theirs
- 2) Telling Me Everything Tells Me Nothing
 - Feature Dumping
- 3) Are You “Vanilla?”
 - Don’t tell me how you’re the same
 - Expectations vs. Differentiators
- 4) So What?
 - Features vs. Benefits
 - Keep Drilling
- 5) “Nice” or “Mission Critical?”
- 6) Why Should I Hire You? Why Should I Keep You?
 - What Value Do You Bring?
 - Can anyone else say that?
 - I ‘m the person you want on staff who/when_____
- 7) Are You Memorable?
 - Personal Branding
 - Did You Tell Me a Great Story?
 - STAR/SOAR technique
 - Hook Me so I Want to See the “Movie”
- 8) Perpetuate the story
 - Networking
 - Social media
 - Performance appraisals

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Outline for IMA Triangle Chapter meeting October 15, 2009