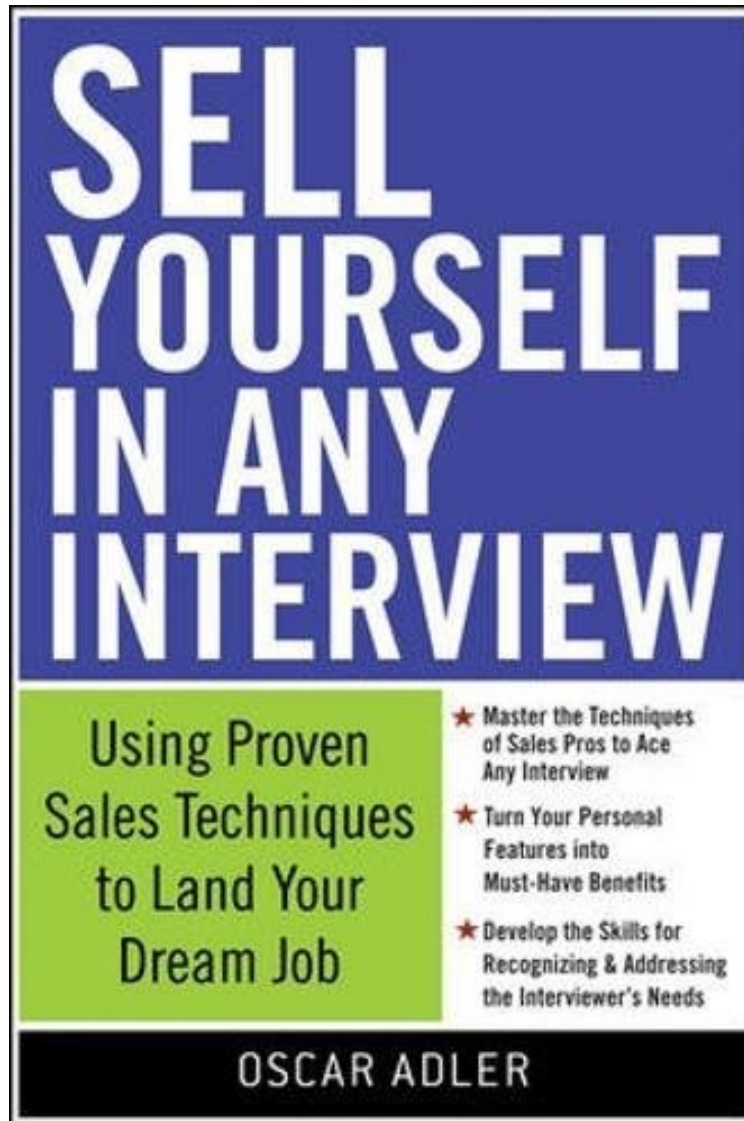


(Ebook free) Sell Yourself in Any Interview: Use Proven Sales Techniques to Land Your Dream Job

# Sell Yourself in Any Interview: Use Proven Sales Techniques to Land Your Dream Job

Oscar Adler

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Winning techniques that make you shine when your career is on the line Behind every question, an interviewer is really thinking, What will you do for me? Sell Yourself in Any Interview teaches you to translate your personal features (skills, experience, education, background) into direct benefits that meet the specific needs of the interviewer. This results-oriented workbook teaches the strategies employed by successful salespeople, such as being an excellent listener, asking questions skillfully, and delivering outstanding benefits.

From the Back CoverLEARN TO THINK LIKE AN INTERVIEWER-AND SELL YOURSELF LIKE A PRO. After forty years of training managers to interview and hire the best employees, Oscar Adler uncovered a common mistake applicants make during the interview process: They focus on themselves when they should be focusing on the interviewer. Behind every question, the interviewer wants to know one thing-What can you do for me? This step-by-step guide explains exactly how to answer that question. Using the same tried-and-true techniques that have proven incredibly successful for top sales professionals, you'll be able to Recognize and address each interviewer's needs Play up your skills by turning them into benefits Maximize your references and referrals Prepare for a variety of interview situations Prove that you're perfect for the job! With the worksheets, self-assessment tests and exercises, tables, and checklists in this book, you can face any interviewer with confidence as you sell them the greatest product in the world: Yourself.About the AuthorOscar Adler has four decades' experience interviewing, hiring, and training thousands of sales representatives, sales managers, and support staff for Maidenform International.