

# Helping Job Seekers Develop their "Value Added Proposition"

How to Stand apart from the competition in  
your job search

# What does it mean to be "Value Added"

That you meet the basic requirements

And

Bring a little more to the table

# Going to S.E.A.

You must meet the minimum requirements  
for EVERY job for which you apply

That means your S.E.A.

Skills, Experiences and Attitude, must be a  
good match for the job/Employer

It is important that you be able to talk about your S.E.A. and explain what you have done and learned, and what you can do and learn. The employer **MUST** pick the person with the best S.E.A. s to do the job.

After you have clearly presented your S.E.A.'s you can convince the employer that you bring "Added Value"

Look to the Job Description to be sure you have the S.E.A. 's that are needed for the job

Look for the buzz words in the job description. All of them should be in your application documentation

Vary the way you say things to be sure all your S.E.A. s get "picked up" by the scanners

List your skills, not just previous job duties or job titles

# Approach your job search as marketing yourself

Create a need!

Fill the need!

# How do companies know what their customers want?

Marketers do surveys to find out what customers want and perceive that they need. This means listening to what the customers have to say.

There are several places you can sell your S.E.A.'s and show what value you add.

- In your networking
- In your cover letter
- In your Resume
- In the interview

# Making a great first impression

- Mining for leads
- Doing the 4 point cold call
- Numbers matter, shoot for a percentage of hits from your cold calls

# Identify Skills

- Transferable skills
- Use CIS or any job description for ideas
- List top three winning characteristics
- Lead with experience
- Order skills to impress

## The Hook

- 1. Experience
  - 2. Specials Skills or Awards
  - 3. Availability, background, any fact that supports the candidate for the position.
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- Practice it over and over till it flows

# 4 Point Cold-Call Technique

Call an Employer.

Say the following, keeping it smooth and pleasant:

1. "Hello, my name is \_\_\_\_\_."
2. "I'm looking for a position as a \_\_\_\_\_."
3. "I have \_\_\_\_\_(experience)"

"I have awards for perfect attendance from my last 2 employers,"

"And I am available for work anytime, including weekends, holidays, and over-time ."

4. "May I come in for an interview?"

# Multiple Uses for the Hook

- Cover letter
- Resume in Summary of Qualifications
- Response to “Why should I hire you”?  
Or “Tell me about yourself.”

Now that you have your 4 point  
cold call ready where do you use  
it.

## Hidden Job Market

- 70% to 80% of all jobs open today are not advertised anywhere.
- Call companies in the phone book
- Go online for companies in CIS  
[www.ilworkinfo.com](http://www.ilworkinfo.com)
- On the company web site
- Don't call your favorite first!

# Networking

- Remind all your contacts of your S.E.A.'s
- Tell people you are looking for work and what type of job you are looking for
- Ask potential employers for help, practice interviews, informational interviews
- Develop your "4 point cold call" so that you are able to make your "Brand" well known

# Cover letter

- The purpose of a cover letter is to develop a relationship
- It should show your personality as well as your desire to join this company and do this job
- **MUST** be error free
- Do not let your cover letter look like a form letter

# Resume

- The Resume should highlight your Sea's
- Focus on your skills
- Provide illustrations of the work you have done in the past
- Must be Error free
- Limit to one page (with Rare exceptions)
- Have a clear and focused professional profile or objective

# Interview

- Job interviews
- Informational Interviews
- Focus on Sea's and also what your "Brand" has to offer. What makes you a deal they can't refuse?
- The relationship is critical: smile, be friendly, be genuine, be likable!
- Be a person you would want to work with

- Answer questions fully but without rambling, take a minute to think!
- Be ready for Behavioral questions (tell me about a time)
- Have success stories ready to share about a variety of work related situations
- Even if you don't have work related stories, share experiences from school and personal life to show that you have the skills

# How do you Demonstrate a Positive Attitude?

- Give examples of what you have done to show that you are: flexible, hard working, can get along with others.
- Can people see that you are genuine, sincere, enthusiastic?

# Some thoughts about “This Economy”

- Means more competition for fewer jobs
- Means a return to the old ways,  
NETWORKING is Critical!
- There are jobs out there! Go get them!

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