
Career Planning Workshop
Marketing and Selling Basics...
...in the career search process

Craig Edlin

Paradigm Shift

- Job transitions force us to “market” and “sell” ourselves to prospective employers
- Challenge – many of us are not trained in marketing and selling!

Workshop Goal – To introduce basic marketing and selling concepts and apply them to the job transition process

A Note to Introverts...

■ Cognitive

- Things we know intuitively or without learning
- “Hardwired”
- A born introvert or extrovert

■ Empirical

- What we’ve learned through sensory experience or observation
- Education
- Acquired Skills

Become an Introvert with Social Skills!

Role of Marketing and Sales

- Per Philip Kotler – from *According to Kotler*
- The role of Marketing...
 - Identify opportunities
 - Build distinctive brands
 - Generate demand
- The role of Sales...
 - Convert demand into orders

“The Sales Force is one of many marketing tools.” *Philip Kotler*

If we do Marketing Right, *Why do we need selling?*

- To facilitate the buying process
 - Buying is a complex endeavor
 - Information exchange
 - Give and take – to please all parties

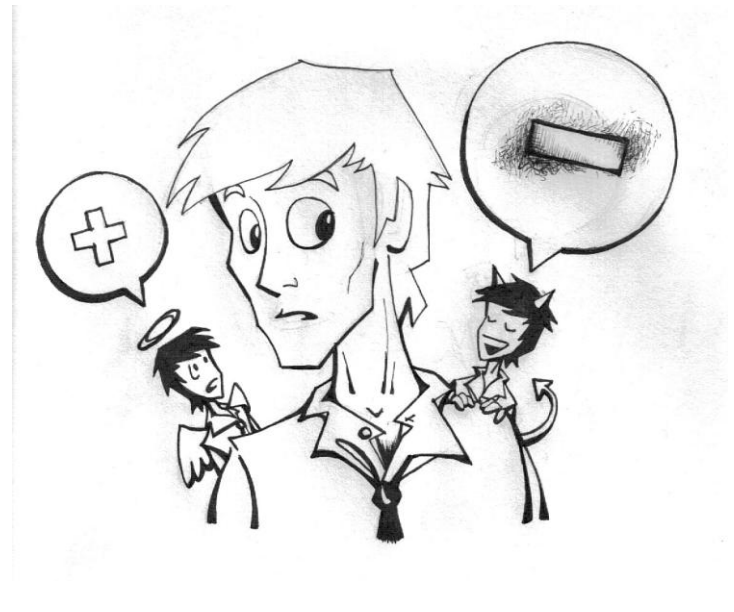
 - ***People are generally risk averse***
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Basics of Selling

- What is selling? [definition]
 - Selling is – *a transference of feeling or belief*

Selling is Very Powerful!

- Be aware of the feeling or belief you are transferring!



“If you want to be convincing, you have to be convinced.”
Zig Ziglar

In Every Human Interaction, a Sale is Made!

- Research shows that 55% of communication is conveyed by the body language we use, i.e.; Use of eye contact, gestures and facial expressions. 38% is conveyed in the voice, it's quality, use of tone and inflections. Only 7% is conveyed in the words we use.

Body Language and Communication *by Delia Thompson*

In a Job Search, You are Selling...

- Can you do the job?
 - Skills
 - Ability to learn
- Will you do the job?
 - Motivation
- Will you fit in (to the company's culture)
 - Adaptability
 - Trustworthiness/Integrity

What can you do for us and why should we care?

Steps to the Selling Process

Dale Carnegie Sales Training Course

- Attention
- Interest
- Conviction
- Desire
- Close

AIDA Model from 'Theories of Selling', Journal of Applied Psychology

- Attention
 - Interest
 - Desire
 - Action
-

The Five Steps to the Selling Process

■ Attention

- Get your prospect's attention by talking to him or her briefly about something in which he is interested.

■ Interest

- Gather information, then arouse your prospect's interest by telling him or her what your product will do to benefit him or her.

■ Conviction

- Give your prospect enough facts, and no more, about your product and how it will benefit him or her to convince him or her that they are justified in buying

■ Desire

- Paint a word picture of your prospect using your product, enjoying it and benefitting from it.

■ Close

- Get a decision by weighing ideas opposed to buying against reasons in favor of buying. Then ask for the order.
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Personality of a Top Salesperson..

- Per Jeanne and Herbert Greenberg
 - Three Predominant Traits...
 - Ego Drive...
 - The inner need to persuade another individual as a means of gaining personal gratification.
 - Ego Strength
 - The ability to not take rejection personally, but treat it as a business rejection
 - Empathy
 - The ability to accurately sense the reactions and feelings of others by recognizing cues and clues.
 - Empathy differs from Sympathy!
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Ego Drive, Ego Strength

- “I have missed more than 9000 shots in my career. I have lost almost 300 games. On 26 occasions I have been entrusted to take the game winning shot... and I missed. I have failed over and over and over again in my life. And that’s precisely why I succeed.”

Michael Jordan

Empathy

- *“If there is any one secret of success, it lies in the ability to get the other person’s point of view and see things from that person’s angle as well as from your own.” Dale Carnegie*
 - *Key Concept - People Don’t Always Tell You How They Feel!*
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Communication

Blah blah,
and blah,
blah, blah,
and then I
said....



Good idea!
This guy's tie
is crooked! I
disagree!
Wow, is he off
base. Is he
listening?

There's a silent exam going on. You want to ace the exam!

Social Skills are Essential

- People hire people
- People hire people they like
- To get hired, you need to be likeable!
- If you are not likeable, you won't get hired.
- We are talking pleasant, amiable, conversant,

“To be persuasive, we must be believable. To be believable, we must be credible. To be credible, we must be truthful.”

Edward R. Murrow

Who are the Best Salespeople?

- Helpful
 - Know their stuff
 - Help you solve your problems
 - Polite/restrained
 - Pleasant
 - Not pushy/but goal oriented
 - Listen well
 - In it to serve and not to gain
-

Some Selling Fundamentals

- Never talk price until value is sold... and accepted!
 - You will never change someone's mind. But you can ask for a *new* decision based upon *new* information!
 - You know they are sold when they start to sell you!
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Marketing per Kotler

- The role of marketing...
 - Identify opportunities
 - Build distinctive brands
 - Generate demand
- The role of sales...
 - Convert demand into orders

Marketing is the science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit.

Classic Marketing Skills

- Market research
 - New product development
 - Product management
 - Pricing
 - Negotiating
 - Communicating
 - Salesmanship
 - Channel Management
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Brand

- A promise of value
- Defense against price competition
- The ultimate strength of a brand is based upon its performance, not its promotion

Think of yourself as a brand!

The Classic Brand Positioning Statement

Target Market

Who are you trying to attract?

Frame of Reference

From the employer's point of view, what are the relevant options they see to your brand?

Differentiation

What makes your brand different or unique to the other brands in the frame of reference?

Proof or Support

What attributes and benefits support your claim?
Why should they believe you?

Adapted from Zyman Marketing Group

Example Brand Positioning Statement

- For people committed to a better quality of life, Kashi Medley is the breakfast cereal that offers pure nourishment with its unique blend of seven whole grains and sesame. Low in sodium and fat, Kashi Medley provide complex carbohydrates, protein and fiber



Suggested Marketing Plan

CRAIG A. EDLIN

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PROFESSIONAL OBJECTIVE:

Business Development, Commercial Marketing, Product Marketing or Industrial Sales Manager

Preferred functions include:

- Channels-to-Market Strategy
- Market Research and Analysis
- Distributor Performance and Development
- Field Sales Leadership and Management
- Branch Operations
- Consultative Selling
- Managing Alliances
- Teaching Public Speaking

POSITIONING STATEMENT:

I am a senior executive with extensive expertise in field technical sales and marketing, including application engineering, sales engineering, account management, sales management, commercial marketing and distributor development. My field of experience is in the sales and marketing organization of a Fortune 500 manufacturing firm in close association with its marketing channel partners. My strengths include; leading and directing teams, strategic analysis, developing executive relationships, creating and implementing innovative programs, teaching, and communicating both verbally and in writing.

COMPETENCIES:

Management	Business Strategy and Development	Sales and Marketing	Leadership and Communication
Supervising and Coaching	Channel Policy and Strategy	Consultative Selling	Guiding, Leading and Teaching
Planning and Organizing	Distributor Development	Sales Team Leadership	Persuasive and Influential in Public Speaking and Writing
Branch Operations	Market and Business Analysis	Creating and Executing Territorial Sales Plans	Cultivating Distributor Executive Relationships
Employee and Career Development	Value-added Services Strategies	Creating and Executing Sales and Marketing Campaigns	Motivating a Team

TARGET MARKETS:

Geographic:

Greater Indianapolis metropolitan area preferred. Surrounding mid west metropolitan areas of Louisville, KY, Evansville, IN, Cincinnati, OH, Fort Wayne, IN are acceptable.

Industries:

Industrial Distribution, Manufacturing, Wholesaling, Consulting, Education and Training

Size of Organization:

\$50M+ in sales, Fortune 500 company or division or similar sized private company preferred

Culture:

High integrity
 Learning and development environment
 Encourages and rewards risk taking
 Energetic and creative
 Career development oriented (I would like to promote within and work another 16-18 years)

TARGET COMPANIES:

- | | |
|--------------------------------|--------------------------------|
| Angel Learning | Integral Technologies |
| Arrow Electronics | IUPUI |
| Butler University | Johnson Controls |
| Carrier Corp. | Klipsch |
| Caterpillar Logistics Services | Lauth Property Group |
| CIM Systems Robotics | Made2Manage |
| Covance | Make a Wish Foundation |
| DCL Med Labs | Marian College |
| Dow Agrosciences | NSI Software |
| Duke Realty | Omron |
| Eaton Cutler Hammer | Panduit |
| Eli Lilly | Performance Assessment Network |
| Endress & Hauser | Phoenix Contact |
| French Gerleman | Purdue University |
| General Electric | Roche Diagnostics |
| Helmer | R.L. Turner |
| Hirata | Seradyn |
| IBM | Siemens |
| Indiana Wesleyan University | SMC Pneumatics |
| Ingersoll Rand | Strand Analytical Laboratories |

Full Screen
 Close Full Screen

Phil's Two-Page "Template"

Overview of XXX Career Change

(This two page document serves as "context" for explaining your career direction to others. It provides a framework to explain what you are looking for, what are your strengths, and what makes you different from others.

Draw upon the content based on the conversation at hand – ie: Know your audience.

I view this document as the "how" one works versus the resume which provides the "what" one accomplished)

Summary of purpose of change and future directions is 3-5 sentences.

Give 3-5 words that explain what you are looking to do...

Strengths

- List and explain strengths (no more than 4)



Weaknesses

- List 1-2 weaknesses (be prepared to explain how you manage them)

What makes be tick?



What makes me different?

- Explain 3-4 items that differentiate you from others
 - a. Give examples in one line

Potential Questions/Answers

Why leave (your employer) now?



What are your values at work?



What are your passions?



Do you have a life purpose? (if not, read "First Things First" by Steven Covey

What are your favorite quotes?

- Can easily skip. I just like some personal wisdom.

What would you do on a perfect day off?



What is needed for a successful career change?

(Provides an opportunity if someone asks what they can do for you)

Add additional questions if you like...

Full Screen
Close Full Screen