

INTEGRATION

Sales Approach to Job Search



The Product:

Where do you excel?

What energizes you and makes you feel the most productive?

What do you really care about?

Can you convincingly articulate what you can do? Your age may give you an advantage because you can talk about accomplishments.

The Market:

Who needs your product?

What are the benefits that they might not be aware of?

Have you researched the market?

Can you provide proof of your accomplishments; case studies, statistics, testimonials, copies of work produced?

The Customer:

Who is your ideal customer and why?

What can you do for them?

What is your customer's market niche and competitive advantage?

Is there something they are missing in their competitive analysis that you can provide?