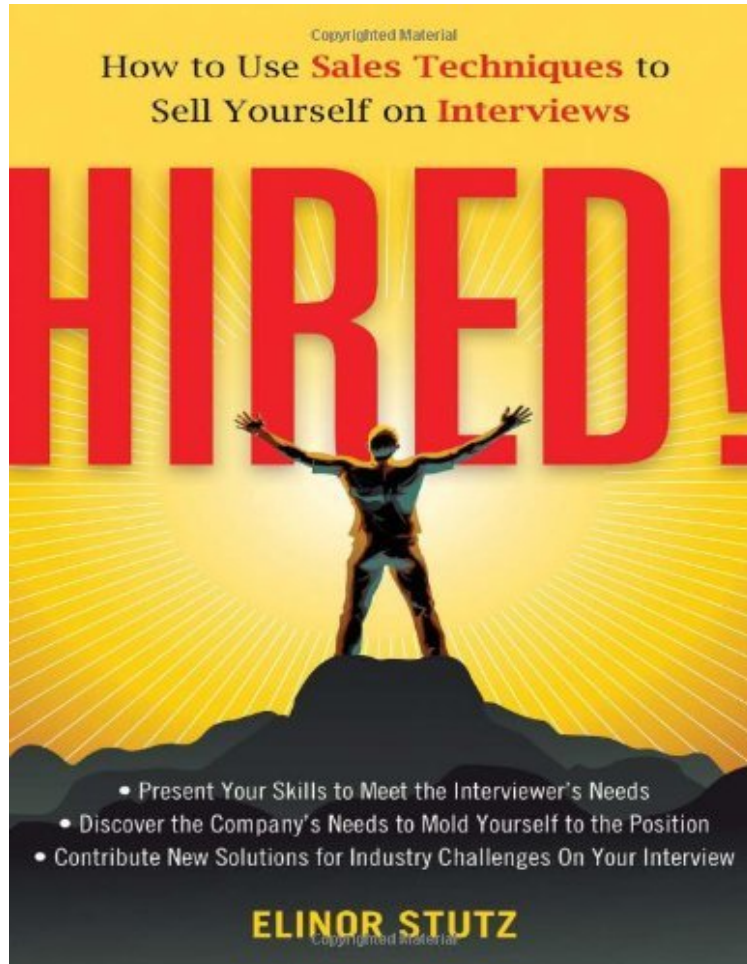


Hired!: How to Use Sales Techniques to Sell Yourself On Interviews

Elinor Stutz

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Elinor Stutz : Hired!: How to Use Sales Techniques to Sell Yourself On Interviews before purchasing it in order to gage whether or not it would be worth my time, and all praised Hired!: How to Use Sales Techniques to Sell Yourself On Interviews:

0 of 1 people found the following review helpful. How to (Literally) Sell Yourself to an EmployerBy Douglas E. RiceElinor has done something quite extraordinary with this book: she has taken the fundamentals of selling and applied them to a context in which they are sorely lacking. As cliché as it sounds, I honestly wish I had had the opportunity to read this book when I graduated from college in 2009. I'm confident that, if I had stumbled across these ideas, I would not have spent an entire year looking for a job after graduation--recession, or no recession. People who have a sales background will find nothing new here. The book is a basic outline of the sales cycle--from fostering a positive mindset to doing pre-call planning and research to giving a presentation to making the final sale. It's all here. If you're new to sales, it would be great for you. But, if you are a veteran, it's not going to give you any advice you don't already know. But, then again, this book isn't written for salespeople--and that's precisely what makes it so

amazing. It's written for people who aren't salespeople but need to develop sales skills in order to get hired. I'm sure there are a few exceptions, but I can't think of any position or industry to which this does not apply. Especially in an economy comprised of a surplus of job seekers and a shortage of employers actually hiring, we all need to know how to sell our way into success. There are many career guides out there. There's a whole genre. You can find hundreds of books teaching how to dress, what to say, etc. during a job interview. In other words, there are other books that teach you how to "sell" yourself to an employer. But, this book is unique in that it is written by a sales professional and a sales consultant. For a living, Elinor helps sales people sell products and services. Applying this framework to the job search is downright brilliant. Because that's what we're doing--we're selling ourselves as assets to the organizations to which we are applying. I cannot recommend this book highly enough. If you're looking for a job--or even looking to move up in your career--I definitely think you should buy, read, and follow it. 0 of 0 people found the following review helpful. But will it work for the nonprofit sector? By TNP Just finished Elinor's book after it was gifted to me by a friend. The interview-focus of the book was appropriate for me because, although I have been able to get a higher number of interviews than most people, (i.e. my resume seems to be doing the job) I haven't been able to "close the sale." Which brings me around to my concern about her main thesis which is to treat interviews like a sales transaction. I have worked both in for-profit sales and in nonprofit fundraising and I wonder (wonder only because I haven't actually tried the techniques yet) if her approach would be seen as too pushy for many of the nonprofit jobs I'm going for. Maybe it's just me but I can see/hear sales techniques a mile away and if I were interviewing a nonprofit Web specialist job and someone came in sounding like they were trying to get me to buy a flat-screen TV, I'd be very put off. Example: she provides a REALLY good suggestion to ask the interviewer what it was about your resume that won you the interview, but she suggests that you *start* the conversation with that question. Most hiring managers I've met in the last year would be VERY put off at their prepared agenda being thrown off like that. So one of my two criticisms of the book is that she doesn't spend enough time discussing how to adapt her techniques to an interview with a non-sales mindset. Some of it is intuitive and I can do it myself, but a lot of it left me mentally asking, "Yeah, but what if I'm interviewing with a pastor of a local church or a controlling personality who might view my forwardness as a threat or just inappropriate for the working culture?" My second criticism is that some of her own research seems sketchy. There was a quote regarding statistics which would have been PERFECT for me to use but she provided no annotation of her sources whatsoever. I can't use it unless I can back it up (her own advice). Pity. Like I said, not without some very real value but not a knock-down winner for me yet. 3 of 3 people found the following review helpful. It helped me land my dream job. By Magicbean Coming across this book on the shelf, I was caught immediately by the title "Hired", since I was out of a full-time position for good 6 months, regardless of many interviews attended. I was amazed by the author's great story telling. The book is full of real stories and author's own experience instead of listing text-book strategies or tactics. I have never gained so much understanding and been able to read interviewer's expectations before reading this book. It definitely got my interview mindset fixed! That's the key. I was even complimented by the interviewers from my dream company for my communication skills. Yes! You bet. I got the offer! You totally want to own this book, because you deserve your dream job too.

In today's tough economy, most people are too desperate to get any job, rather than seeking one that will provide the career satisfaction and growth they deserve. Worse, they treat the interview as an opportunity to focus on themselves. In *Hired!*, Elinor Stutz asserts, "The interview is not about you, it's about how well you will solve the company's problems. This is the only way you will get a job you actually enjoy!" *Hired!* is a must-read if you want to learn how to: Achieve the right mindset for successful interviewing Conduct specific research prior to the interview The leadership skills required for advancing a two-way interview Specific questions you must ask on the interview Strategies for negotiation Steer conversation to learn what the company is seeking. Most importantly, selling strategies designed to get you hired!