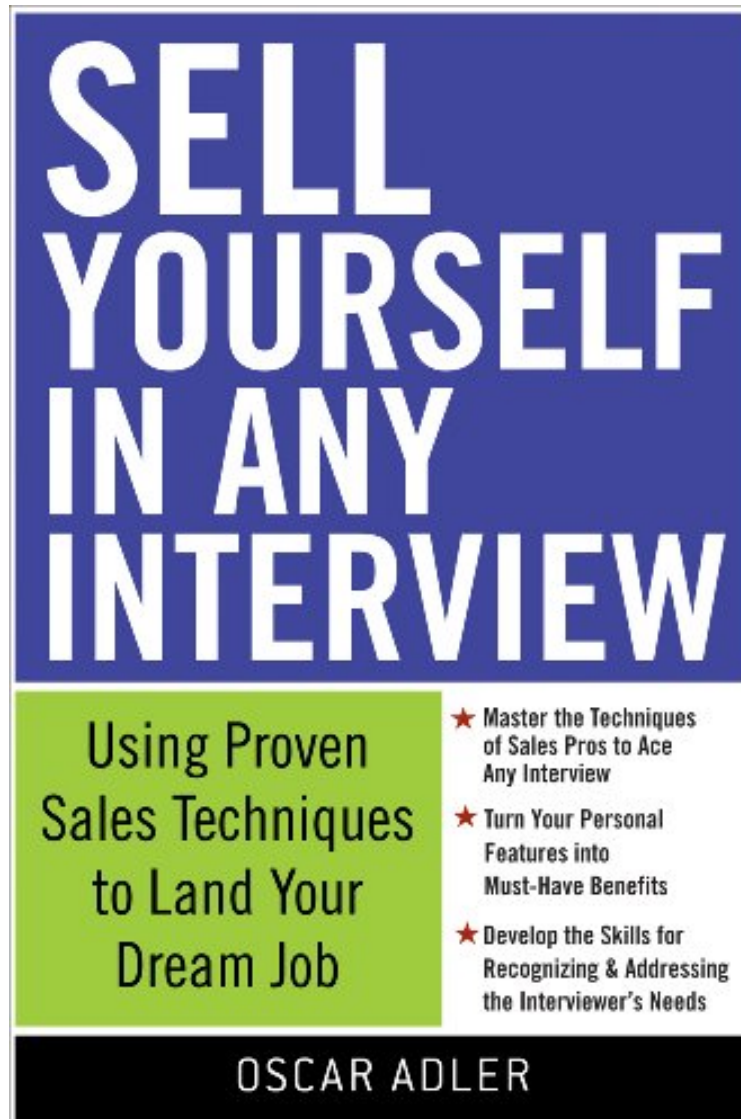


Sell Yourself in Any Interview: Use Proven Sales Techniques to Land Your Dream Job

Oscar Adler

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Oscar Adler : Sell Yourself in Any Interview: Use Proven Sales Techniques to Land Your Dream Job before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sell Yourself in Any Interview: Use Proven Sales Techniques to Land Your Dream Job:

0 of 0 people found the following review helpful. read it and succeedBy BusalacchiBruisersI read this book and molded the information to fit my job skills and abilities. I will be starting my new job in 3 weeks!2 of 2 people found the following review helpful. A must read for anyone about to face an interview for the job they must haveBy Midwest

Book ReviewAn interview is really about sales. "Sell Yourself in Any Interview: Use Proven Sales Techniques to Land Your Dream Job" is a guide to treating interviews as they should be treated - venues to sell oneself as an invaluable addition to the company one is applying to. Adler encourages those who are preparing for an interview to read their interviewer and react accordingly, much like one would do in sales. With advice on proper resume construction, and other minor tips that would never come to mind for many, "Sell Yourself in Any Interview" is a must read for anyone about to face an interview for the job they must have. 1 of 1 people found the following review helpful.

A Must Read for Anyone Searching for a JobBy Jeffrey EidenI am entering my Freshman year of college, years away from interviewing for any "real" job, but Mr. Adler's book will help me in many different walks of life. Oscar puts the reader at every advantage from the time before the interview until writing the follow up thank you letters. He provides insight on what to expect, and shifts your thinking from considering yourself to analyzing the needs of both the interviewer and the company. Ideas like this will help anyone be more successful socially. The features/benefits idea is simple but genius, and is a necessity for any interviewee to understand. Thank you Mr. Adler for this classic!

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.