

PREPARING THE BEST SALES PITCH... FOR YOU!



By Sean Junor

FOR MANY STUDENTS, LOOKING FOR A PART-TIME JOB IS PART OF THE POST-SECONDARY EXPERIENCE. JOB-HUNTING TAKES TIME, AND THERE IS LOTS OF COMPETITION. JUST LIKE WHEN YOU'RE TRYING OUT FOR A SOCCER TEAM OR A SCHOOL PLAY, THERE ARE ONLY SO MANY SPOTS AVAILABLE. SO WHAT CAN YOU DO TO MAXIMIZE YOUR CHANCES OF LANDING THE JOB YOU WANT? READ ON FOR SOME HELPFUL ADVICE. ↘

Update your résumé. Think of your résumé as a summary of past accomplishments, activities and commitments that tells your story to an interested employer. Highlight your involvement in activities that provide insight into the type of employee you could be as well as any notable experience that may set you apart from others in the job search. Be sure to list all academic and extracurricular awards or recognitions; validation from an outside group speaks volumes about your character. Emphasize international or volunteer experience, especially activities where you dealt with the public. If you don't have any such experience, explore ways to acquire it, or think of other ways to demonstrate your commitment and dependability. Preparing a résumé is an ongoing task. Never let yours get out of date.

“INCREASINGLY, COMPANY REPRESENTATIVES ARE CHECKING WEB MEDIA FOR INFORMATION ON JOB APPLICANTS: FACEBOOK, GOOGLE, MYSPACE, TWITTER AND YOUTUBE.”

Line up your personal references. Companies often check the references of each job applicant. Ask family friends, teachers or coaches who can speak for your character. Who can provide the best sales pitch on your behalf?

Increasingly, company representatives are checking web media for information on job applicants: Facebook, Google, MySpace, Twitter and YouTube are just a few of the tools that companies use to find out additional public information about people. The key word here is “public,” since what is posted on these sites can be accessed by more than just friends or friends of friends. Anyone with an Internet connection can view countless pages of data on individuals. Just remember that pictures, posts and profiles that may appear fun and witty could come back to haunt you during the job search, possibly even after you've removed them. Your friends may enjoy those rants about things you don't like and photos from a party or two, but would your new boss? Before you upload, stop and think: do you really want everyone to have access to this information? Have you secured all access points to the information?

Prepare for your job interview. This is your chance to meet your prospective employer and

bring to life the story told through your résumé. Research the company or organization. Talk to friends or family members who are (or who know of) current or former employees of that organization. Find out what the job expectations are and what your potential co-workers are like. Knowing some background will show managers that you're taking the job search as seriously as they are. And before heading to the interview, keep in mind that you get only one chance to make a first impression. Leave the jeans and t-shirt at home. Invest in a pair of dress pants or a nice skirt, a sweater and a crisp white shirt—they will all come in handy later anyway. You don't necessarily have to dress for the job you're interviewing for (e.g., someone applying for a job as a lifeguard should not wear a bathing suit to the interview!).

As you search for each new job, you'll learn and grow. It's all about selling yourself—your abilities, knowledge and skills—to a willing buyer. Good luck! **CO**

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