ATTENTION GETTER: After the initial excitement of receiving an invitation to interview for a new job, many people find that thrill replaced with anxiety and uncertainty. A job interview is like an audition, and it can be intimidating when one does not know what to expect. THESIS STATEMENT: However, job candidates can prepare themselves to perform well during interviews by using some basic but effective sales techniques.

BODY PARAGRAPH: Just as the first step in any successful sales campaign is to know the market, in this case, the job applicant must learn about the potential employer. The easiest place to start is the company’s website. Look for information related to the organization’s philosophy, mission and goals; financial performance; upcoming projects; plans for expansion; and employee programs and benefits. One can also investigate companies using search engines to look up articles and news stories. Professional networking websites are also becoming more widely used and may offer information about key leaders in the company. The goal of this fact-finding mission is to identify the organization’s priorities and needs in order to target the sales pitch.

BODY PARAGRAPH: A sales pitch is a prepared presentation designed to introduce a product or service as well as the features, benefits, and advantages of the product or service. There are two requirements for a successful sales pitch. First, the presenter must know the product well. Second, the information offered in the sales pitch must be relevant to the audience. To apply these concepts to the job interview, the applicant must be prepared to show qualifications that align with the duties and responsibilities required for this specific position. Prior to the interview, one should review the job description and find examples from past job experience, education, or skill set that validate one’s suitability for the position. When companies look for new employees, what they really want is a solution for a dilemma. They need the right person for the job. By tailoring the sales pitch, the applicant is essentially saying, “I’m the answer to your problem.”

BODY PARAGRAPH: Experienced sales professionals relate that successful transactions are based on strong customer relationships. They achieve this by practicing common courtesy, honoring commitments, communicating clearly and respectfully, and acknowledging appreciation for their clients’ business. One can begin building a positive relationship with the prospective employer during the job interview by being on time; being prepared with information that may be helpful such as a resume, college transcripts, or curriculum vitae; addressing individuals by their proper titles, which the job hunter will have learned through the research; responding to phone calls or emails in a timely fashion—within twenty-four hours; and thanking the interviewer for the opportunity to meet. These courtesies should make a strong and positive impression on the interviewer.

CONCLUSION SENTENCE: Many times a job interview is about more than ascertaining a person’s qualifications; it is an opportunity to see how he conducts himself and what he will be like to work with. While an interview allows the prospective employee to showcase credentials, remember there is competition with other well-qualified candidates. It helps to have a competitive advantage. By using sales techniques applicants can sell themselves as valuable assets, and potential employers will see not only special skills but how those abilities can directly benefit their company.