

Sell Yourself With Confidence: 100 Tips on Selling You



The notion of ‘selling’ yourself can sometimes have a negative connotation attached to it. Both the acts of selling, and of thinking and speaking highly of you, are often frowned upon in our societies. However, to get anywhere in your career and your job search, you will, at some point, need to learn the art of selling yourself - being confident about it.

In tough and competitive job markets it’s important to find a way to stand out from the crowd; to really progress and to have some choice about where you might want to be and who you might want to work for. Without projecting yourself in the right way and knowing your own USP, it’s hard to break through the ‘noise’.

We are talking about “self-promotion” or “self-marketing”, and you need to think about it from your boss’ or potential employer’s point of view. If your boss gives you a promotion, it’ll cost the company extra money in increased wages and benefits. If an employer hires you, they’ll make a contract with you that’ll cost the organisation money in terms of salary, training and insurance. In a way, employers ‘buy’ the value you have to offer. In order to convince them that your value to the business is worth having, you need to show them what you’re worth and that you are indeed worth having around. This can take some planning, some confidence building and some learning about yourself and who you’re talking to, in order to fully understand what approach you may want to take.

So how do you go about it? This eBook will take you through the main steps involved in understanding how to sell yourself with confidence. Together we will look at:

- **Adopting the ‘Selling Mentality’**
- **Preparing to Sell You**
- **Selling Yourself on Paper**
- **Going In For The Sell**
- **Getting Yourself Out There**
- **Looking the Part**
- **Closing the Sale.**

The Selling Mentality

Successful selling begins in your head and in how you see and value yourself. If you're not convinced of your own value, no one else will be. Banish all fears about not being worthy of the job or promotion you want. Working on your inner confidence will shine through in everything that you do. Here are some pointers for adopting the selling mindset.

1. If you don't like yourself, no one else will. Find time every day to think about one thing you like about yourself. The more comfortable and happy you are in your own skin and the more you know and recognize your worth, the easier it'll be to convince others of that worth. Spend time with people that like and appreciate you.
2. Recognise what you have been able to do and be proud of it. Learning to like yourself can take time, so don't beat yourself up about it if it takes you a while to gain more self-esteem and to pull the pieces together. Start small and look at the things that you can do and what this has led you to be able to achieve. What good things have you been responsible for? What positive impact did you have? Get to know yourself better. Take a hard look at what you have done, your achievements and what you are all about. Reflect on this and analyse it.



3. Be passionate about what you want to do. Express that passion in all your efforts to sell yourself and achieve your specific career goal. People respond well to authenticity and when they see that you're passionate about landing that particular role or career you want, they'll respond positively to your sales pitch.
4. Project a positive persona and believe in yourself and what you have to offer. If you are feeling low in confidence, don't worry – just try to work out what it is that you can do and what there is that you do have going for you. Identify your strengths, the things that you are naturally great at and work with those. Stick to what you can do rather than trying to be something that you aren't.
5. Draw inspiration from successful 'self-sellers' you know. If you think selling yourself is an impossible task, look around at friends, family or colleagues who successfully worked their way into the company or job they wanted. They're living proof that you can do it.
6. If you really can't seem to adopt the selling mindset on your own, consider using a career professional to help you get there. Our [Career Guides](#) spend one-to-one time getting to know their clients so that they can suggest selling strategies that are right for each individual.
7. Selling yourself doesn't mean being aggressive and selfish. Accept that you'll have to be consistently polite and willing to help others if you want to sell yourself to employers as the ultimate professional.

8. Ask questions and listen carefully – really carefully. A lot of selling is actually quite subtle and it comes from the knowledge you gain about the person you are selling to. So, don't talk at people about yourself – ask questions and find out as much as you can about them, about the market, about what's going on in their company and so on. Listen and learn in order to be able to find your route in.
9. Be consistent in word and deed. It's much easier to sell something that's a consistent brand. That's why even the biggest companies are still so brand-conscious. In order to brand yourself, get into the mindset of being consistent in everything you say and do in the professional sphere. Consistent brands are the most recognizable and therefore the most attractive to buyers.
10. Stick to your principles. It's much easier to be consistent if you stick to your principles and beliefs and don't chop and change according to what you think different people want. You're selling *yourself* not who you think people want or expect you to be.

Preparing to Sell You

You can just imagine a sales director or team leader uttering the well-worn adage, “fail to prepare and prepare to fail” but there is some truth in it. Like any other aspect of finding a new job or securing a promotion, preparation is the key to success. Before you can go out there with confidence you need to have a plan. You need to think about each and every aspect of your strategy and know what you are going for.

11. First, you need to start with getting to know yourself better. Think of yourself as a product. Think about your achievements, key strengths, career highlights and areas of expertise. A good salesperson knows their product inside out. Don't take it for granted that you know yourself as well as you ought to. Dig deeper and get to the bottom of who you are and what you have to offer.
12. Establish what your real strengths are. Think about:
 - What do you think you are good at?
 - What are you brilliant at?
 - What do other people think you are good at?
 - What would they say you are brilliant at?



13. Be clear what you are trying to sell:

- What skills are you focusing on?
- What is your USP?
- What makes you the best person to do a certain role?
- Also, who it is that you are selling to?
- Who is your target?
- What is it that you are going for and why?

14. Know your target and everything you can about them:

- Why would they be interested in you?
- What are they looking for?
- How can you help them?
- How do you match what they are looking for and need?



15. If you are going for a new job it can be really helpful to find out everything you can about the person you are about to meet and who is potentially going to be hiring you. Ask yourself:

- Why is the company hiring for this role?
- What happened to the person who did it previously?
- Who is the person interviewing you?
- How will you interact with them if you were hired?
- What type of person do they need for this role and to fit in with the company?
- Where the company is going and what are they trying to do?

Find out as much as you can in order to identify where you can fit into this.

16. Adopt a mentor. Many sales professionals will have a mentor when starting out in their careers. As a self-seller, you should also have someone you can touch base with—someone who knows you well but also who knows you from a professional working point of view i.e. someone who knows what you have done and can do in a professional sense. They'll be able to give you honest and objective feedback throughout your journey towards your desired destination. You may want to invest in a personal coach, guide or mentor.

17. Find your niche. Once you've created a list of your strengths, pick out one or two that are your strongest strengths—so to speak! Employers are looking for a 'product' i.e. employee--who can do a few things excellently, not a lot of things averagely.
18. If you're having trouble separating your top strengths from the others, use [Strengthsfinder](#) to help rank your strengths in order. It is a great tool that we regularly use with our personal clients so do take a look at it if you want to learn more about your top strengths.
19. Know your market value. How much are you really worth? You can get a good idea of this by getting a sense of what the market norms are. Look at other roles and job advertisements in your sector or across sectors but for your particular type of role. See what the average salary is and get a sense of where you fit into the spectrum. Think about where you currently fit and where you would like to be. Use your network to find out more and get a clearer idea of what your specific market value is.
20. Increasing your knowledge and skills will increase your value. When you buy a battery-operated product, there's nothing more annoying than having to buy the batteries separately. So products with the batteries included seem like much better value than those without. If an employer looks at your CV and sees you made the effort to learn new skills by taking a course or doing voluntary work in exchange for training, they'll look on you more favourably. This is because training new employees up costs money, so if you're already trained up, you seem like more of a bargain.

21. Research the organisation you want to work in or the business area within your company you want to move to. If you're a job seeker looking for insight into a business, look at its website, read any press on it, connect with its employees on LinkedIn and ask around your personal network to see if anyone has any information on the company. If you're already within the organisation and you're seeking a promotion or transfer, research the position you want to be promoted to or the department you want to move to by speaking with the people already in similar positions or within that department.
22. Create an elevator pitch. Include a statement about who you are and what you can bring to an organisation in as small a number of words as possible. Include what the most important things about you are, from the point of view of your academic or career record and current job status or description.
23. Use the elevator pitch not only when you're talking with people, but when you're talking *to* them. What we mean is, use the pitch even when you're just leaving a voicemail for someone you haven't spoken to before. Use it if you're giving a speech in front of a group of people who don't know you yet.



24. Note that you can use your elevator pitch when you're talking with and to people, but also in your email signature and on your business cards if you think that this would add something and make you stand out in the right way. Think about the message you are portraying about yourself by doing this and think about whether it's the right approach given what you are trying to do. This will work in some cases but not for all.
25. Don't wait for people to come to you. Think about and identify who might be interested in you. Get to know your market niche. Find out who the players are and determine what they are interested in. What skills are hot at the moment and how you can help them with the things they need now? If you can offer something to them and if you proactively go towards them with something useful – they'll welcome you with open arms.

Selling Yourself on Paper

The CV or your LinkedIn profile is often the main vehicle for showcasing your talents. You only have a few seconds to impress someone so it's important to make the most of these tools and to spend time refining them and getting it right.

26. Know who you are creating a CV or LinkedIn profile for. Who do you want to be reading these and hence what is it that you want them to be thinking and knowing about you?
27. Think of your CV or LinkedIn profile as a way to entice people towards wanting to meet you. It's not about telling them everything. It's about giving them just enough to be interested and then when you meet them you can talk through what you've done, can do and want to do in much more detail. So think – less is more.
28. Take your LinkedIn profile seriously. Nowadays companies are cutting recruiters out of the equation and are going direct. They are searching and finding people to fill their roles online and LinkedIn plays a large part in helping organisations to do this. Get your profile up there if you haven't already and make the most of this great tool. Read our [125 LinkedIn Job Search Tips](#) eBook to make sure you are on top of this.



29. Think about what will be most interesting and attractive to the person reading it, from what you've done and want to tell them. E.g. Are big company brands the main thing? Or is it the job title that is most impressive? Or was it what you achieved there? Having this in mind can help you order and layout these documents to be the most compelling that they can be.
30. Set up your online profile so that you can be found by the right people. Include relevant keywords in your LinkedIn profile so that when people are searching for someone with your skills, you have a chance of being found.
31. Highlight the good stuff! Many of us sometimes have concerns that something may be missing. Perhaps it's experience in a certain field or qualifications or amazing grades. Whatever it is don't worry about it. Focus on what you have got and emphasise how these things make you a great candidate. Nobody can have it all so don't put yourself down or make any excuses in any of the documentation. Focus on what's good, what you can talk about and what you have done which puts you in a strong position to get the job.
32. Don't give anyone an excuse not to hire you. Leave off your age, religion, address, ethnicity, gender, photos, and marital status. It's irrelevant. If you include it you leave yourself open to assumptions being made which could be right - but could also be very wrong. So it's best to leave them out of the equation.

33. Just as you should draw inspiration from successful ‘self-sellers’ within your network, you could also try asking to look at their CVs. Take a look at the language they use, the structures of their sentences and the section headings they include. These are all aspects of a CV that determine whether or not it’s a successful selling tool.
34. Every CV is different, but one thing you should notice in all the best ones you look at is the use of the active present continuous verb when describing duties undertaken in previous roles. For example, instead of writing ‘Led a team of 15’ put ‘leading a team of 15’. This adds a sense of immediacy and action to your CV and makes you sound like a dynamic player, rather than a historical figure.
35. Stick to the truth and make it a clear, easy to read and accurate document. There’s no point telling lies, as it’ll be quite easy to catch you out. Don’t overload the document either. All of that extra information will just be ignored and will make it look cluttered. Keep it clean, simple, neat and honest.

Going in for the Sell

And now we've come to the actual selling part. If you've followed the advice above, adopted the right attitude and prepared yourself thoroughly, the prospect of selling yourself should hopefully seem less daunting than it once did.

Here are some further tips for going for it.

36. Be a good quality product. By this, we mean don't neglect your current performance at work, even if you're trying to sell yourself to a different employer. Be the best you can be at your current workplace, don't neglect your current work duties in pursuit of a new job and be professional at all times, regardless of whether or not anyone is watching. By keeping the habit of a good work ethic and professional work standards, you yourself will be convinced of your own value—which is crucial when you're going in for the sell.



37. Warm up who you're selling to. Sending in a CV or a promotion request cold is not the best way to start selling yourself. If you're applying for a job, call up the contact name on the job advert first in order to discuss the vacancy further, express your interest in it and gather information that will help your job application. If you want a promotion, discuss it with your boss first to see how the land lies and give them a heads-up.
38. Use your network to help you reach your target. It may be easier to tell existing contacts initially what you want and what you have to offer, than telling complete strangers or an intimidating employer. Let your network know where you want to be career-wise and why you believe you can get there. By making contacts aware of your value in a particular area, they'll keep you in mind and remember you once they come across something that could be suited to or useful for you. Take a look at our [135 Networking Career Tips](#) eBook to learn more about how to harness your network effectively.
39. Think about who's in your wider network. It's only logical to leverage your immediate or professional network first—i.e. friends, relatives, colleagues and ex-colleagues. But don't leave out other people who know you well when you're thinking about whom to sell yourself to. Your wider network may include school teachers, university lecturers and people in the community with connections, such as doctors and priests. Don't discount them.
40. Keep the focus on what you have to offer, not what you expect to be offered. Up until the point where an employer is obviously serious about offering you that job or promotion, keep concentrating on communicating to them the value you have to offer, as opposed to asking them about benefits and bonuses.

41. Get feedback and use this to improve what you do. Ask people for comments on your CV, your online profile, how you present yourself and if you go for interviews and don't quite land the role. The more information you have to work with the more you can hone in on what you are doing.
42. Use social media. Social networks can be a useful selling vehicle for two reasons. Firstly, many of us feel more comfortable with promoting ourselves or even just communicating, in writing and online rather than in person. Secondly, many individuals and businesses are using social media to sell themselves or their product nowadays, so you won't feel out of place.
43. Don't, however, spread your product too thin by signing up for every social network on the Internet. Use the 'Big Three' of LinkedIn, Twitter and Facebook, as this is where the majority of employer organisations can be found, especially in the case of the first two. You may find our [125 Twitter Job Search Tips](#) useful in helping you get to grips with how to make the most of Twitter.
44. The current buzz around Google+ might make you think that this new social media project will soon join the Big Three and make it a Big Four, but instead of investing time and energy into selling yourself on there, hold back for a bit to see if it actually proves to be of long-term value to its users, especially in a professional context.
45. Note that MySpace, although in many respects is considered the original social network, its recent decline in general popularity means it's no longer worth trying to sell you on it unless you're a musician. So, don't waste your time there.

46. Be consistent and persistent in your sales mission. You should be aiming to sell yourself each and every day whilst you're finding a new job or seeking promotion. Be consistent in your everyday attitude at work or towards your job hunt. Tweet regularly throughout the day and update your Facebook and LinkedIn statuses at least once a day. Talk to your contacts, old and new, frequently and not just when you feel like it.
47. As well as social networking sites, there are also discussion forums. You may have used online forums purely for social reasons up to now, but there are plenty of Internet forums for professionals in each and every sector and industry. Google your target profession along with the word 'forum' and see what comes up.
48. Once you're signed up to a couple of relevant forums, get yourself known by contributing valuable and insightful posts to interesting discussions and creating worthwhile threads yourself. You never know which of the forum members are actually employers—or representatives of employer organisations—looking for their next star.
49. Whether you join a forum or a social network, be sure to always fill in your profile. It's all very well getting into an online conversation where you can promote yourself, but if someone clicks on your profile, they expect to find out a bit more about you. Write a concise biography detailing your experience and qualities in order to validate any claims you make in conversation.

50. Make new contacts. Well selected new connections can be as useful as existing ones. After all, it's not all about selling directly to your employer or would-be employer. Attend relevant networking or business events and spend some time getting to know new people. Once you have an idea of the people it's worth building a relationship with, deliver your elevator pitch to them. You never know what connections they themselves have that could represent a way in for you.
51. Be energetic. No one who seems sluggish or lethargic looks like an attractive prospect to employers. Eat well, get plenty of sleep and drink enough water so that your energy levels are always up every day at work, at events, in meetings and at interviews.
52. If you are trying to make a career change or are entering into a field which is new to you, make sure that you have done your research, know what is needed to make it in that area and have all the qualifications and training you need. You may want to invest in some further training, education or courses depending on the area you are getting into.
53. Even if you aren't going into a brand new field it's good to keep your skills up. Find ways to stimulate your mind and to continue developing your skills. Perhaps you could volunteer, maybe there's a supplementary course you could take, a few training programmes or skills development courses. See what's out there for your area of expertise and make time to develop your skills further.

Getting Yourself Out There

Part of the process is finding where to go in order to meet the right people and to getting yourself known to them. Then once you are at a networking event or have found the right crowd, you need to make the right impression and also a lasting impression. Here are some ideas to get you started...

54. If you don't know where to find networking events or groups connected to your current or desired career, try browsing the website [Meetup](#), which is a network of niche groups. Each group meets on a regular basis and discusses their particular interest or industry. It's a great way to connect with new faces, tell people about yourself at your own pace and exchange contact details with those you find genuinely interesting.
55. Also browse and explore the professional networking and special interest groups on LinkedIn. There is a group for almost anything on there and people are specifically there to network and to do things that will further their careers so take full advantage of this. Find a group for your specific industry, or specialist area or even for your geographic location perhaps. Explore them and find where you can add value and what can be valuable for you.
56. When you're networking, remember to ask the people you talk to 'what can I do for you?' instead of just reeling off a list of things you can do for them. It's by listening to what customers want that businesses develop products that sell well.

57. Be clear about what you're asking for and what you're trying to get across in conversation. Keep it focused and don't talk at anyone. Be conscious not to overload people with information and to keep your messages and what you want from someone fairly simple, clear and concise.
58. If you are in your early career then - career fairs can be a platform on which to sell yourself. Not only do you get information on various careers and companies that might be an option for you, you also get to meet with various employer representatives, recruitment professionals and networkers. Keep an eye out for career fairs in your local area and go along to the ones that seem most relevant to your goals. Most of them are free to attend.
59. At these career fairs, there are usually networking exchanges, where people can write down on a small card something about themselves, why they're attending the event and their contact details and pin it onto a public noticeboard where people can see it and get in touch. Write down and display your own little spiel, but also look for messages that are relevant to you. Don't just aim to respond to as many as possible—only take action on the ones that look like genuine leads for you.
60. It can also be useful to take just a few copies of your CV to a career fair and give them to employers that you're genuinely interested in. Don't print off hundreds of CVs and give them to every employer exhibiting at the fair. A targeted approach is a much better sales approach than a scattergun one.

61. A lot of famous, big multinational employer organisations exhibit at these fairs. It's of course fine to have conversations with these exhibitors, but also keep an eye out for smaller companies—the size of the business doesn't determine whether your skills, qualities and criteria are suited to it or not. You never know where your ideal job could be based.
62. As an experienced professional, you may want to look into conferences as a way of networking and getting into the right circles for your industry and specialism.
63. Turn up early to networking or career events. If you turn up during the last half hour, a lot of exhibitors and networkers will already have left or their motivation levels for talking to new people will have wound down considerably.
64. Storytelling is increasingly being recognized as a big part of selling. Be prepared to tell (truthful) stories to illustrate the value you have to offer and to make yourself memorable. Entertaining stories tend to hold a person's interest and can be a great tool when out and about and networking and also in an interview.



65. When it comes to business cards, think quality, not quantity. It's useless to hand business cards out like candy if the people you're giving them to be not the type of people you're aiming to connect with. A big network is of little use if none of those contacts are of benefit to you. Instead, focus on getting a few high quality business cards printed out and only giving them out to people who could be of genuine value to you in your career move.
66. Follow up on connections you make through networking. This could be seen as the aftersell. There's no point making a connection with a new face at a networking event or online if you don't then build on that relationship and use it to promote yourself. Email or telephone new contacts saying it was good to meet them as soon as you get back from an event or the day after you chat to them online.
67. Attending fairs or networking sessions with friends is fine, but don't stick with them the whole time. The point of these events is for you to put yourself out there and meet new people. You can't let your light shine if you're hiding behind someone!



Looking the Part

In order to project the right image of yourself onto others, you need to look the part. One aspect of selling, whether we like it or not, is how we look. How we are perceived, how we engage with others, our persona, and our body language and how we dress is all part of the package and so some attention is needed on each of these aspects in order to do ourselves justice.

68. Think about your image and the image that you want to portray:
- What do you want people to think about you and to associate you with when they first see you?
 - What impression do you want to give them through your clothing and body language?
 - What impression do you want to leave them with?
69. If you are going for an interview make sure that you are dressed for it. Make yourself look clean, respectable and trustworthy and like a professional capable and ready to do the role that you have applied for. You may want to check before you go in for your interview, what the normal dress code is.
70. Get to know your industry and role. What do others in this field wear? How do they come across through their clothing and interactions? Is it something you want to emulate as well? Think about how you fit into this and what your own take on it will be.

71. Act and be confident. Part of this comes in how you dress, how you stand, how you walk, how you shake hands, how you talk and so on. Every part of your being – if it emulates confidence and is aligned to what you are looking for and going into, you will definitely look the part and get it easily.
72. Make a lasting impression. Stand out – but in a good way! It's easy to simply stand out but here we want you to stand out for the right reasons. You also want to be memorable. For example perhaps you want a signature orange scarf to be your quirky difference. This could work well if everyone else usually wears black to work or to a job interview. It could be that you have a particularly sophisticated yet casual calmness and look to you. If that is the image you want to portray and if that is what will make you memorable – make it happen.
73. We often need to work hard on our image. It takes effort to look good, to look clean, and to look effortlessly good. Set up a routine and stick to it. Give yourself the time you need to spend when getting ready for that all important event or meeting. Make sure you allocate that precious time for you to get ready and look the part.
74. Having said all of this, make sure that you are comfortable in what you are wearing. You need to feel natural in order to look and come across as natural. It's no good wearing high heels that you aren't used to wearing and it'll just make you feel awkward and that will come across.

- 75. Looking good doesn't necessarily mean dressing up to the nines. Think about what works for you and what you would think of if you saw yourself.
- 76. Remember accessories. Just a simple adjustment with some accessories can turn a scruffy look into a sophisticated one or the other way around.
- 77. Keep it simple. Don't go overboard with colours, accessories and the latest fashion unless you are going into fashion or that type of role. Keep it clean, simple and smart. Add your own personality to it but don't present yourself in Technicolor otherwise it'll just be a distraction.
- 78. You want to look good and to leave a positive impression. You also want to be memorable but you don't want to be so memorable and such a vision to the eyes that it's the only thing that people talk about or associate with you. Find your balance.
- 79. Your facial expressions are also important. Don't look bored in meetings with your boss, at events or in job interviews. Look interested in order to look like an interesting prospect.



80. Show that you are listening to someone by maintaining eye contact and with responsive gestures such as slight nods to show that you are engaged in the conversation and are giving some positive feedback through your body language.
81. If you are going for a promotion in your current organisation, it's good to look the part before you get it in order to show that you are ready for it. That includes keeping your workspace in order and showing that you are organised in every aspect of your work and life. Look smart, keep your working area smart, and keep your papers, folders and bags in order.

Closing the Sale

Closing the sale, sealing the deal...whatever you call it, this is basically the final part of the sale, the part where you secure what you want. In terms of job hunting, this will happen at the final interview stage. If you're seeking a promotion, this will be the meeting where your boss or HR manager agrees to promote you. This is the final hurdle and it's vital that you don't fall here.

82. Don't be complacent. Just because you've reached this stage doesn't mean the job or promotion is automatically yours. Keep the same attitude and consistency you've had throughout the whole selling process. It's why you've gotten this far. For more tips on interviews take a look at our [How to Ace the Interview](#) eBook.
83. In the spirit of maintaining your selling attitude, whatever you do don't turn up late. There are too many stories out there about people who lost out on a career opportunity just because they turned up late to the meeting. It's better to turn up very early rather than even a little bit late.
84. Turn off your phone. This is another basic error than can undo all your hard work in a second. What's more important to you? Achieving the career goal you've worked so hard towards or not missing a call?



85. Act confidently, even if you're nervous. It's natural to be nervous when you're potentially minutes away from getting what you want but act confident and positive even if you have butterflies in your stomach. The more confidently you behave, the more confident you'll actually feel as the interview or meeting goes on.
86. Even if you know the person who's interviewing you because you're going for a promotion or different function in your current organisation, they're likely to ask you the 'tell me about yourself' question. This is of course even more of a possibility in a job interview with a different company. Prepare yourself for it beforehand by memorizing a short 'commercial', which you can then relate in the interview. Include a short description of your background, in terms of your experience and skills, and of your ambitions.
87. Know what the employer wants from you. What skills have they highlighted in the job specification? How do you match these? Make sure to make it clear to the interviewer how you are a great fit for the role.
88. People usually buy a product because it's going to resolve a problem they have. In your meeting, be sure to offer solutions to problems that your employer or potential new employer is experiencing. If you're going for a new role in your current organisation, it may be easier to work out what the problems are and how you can be the solution, because you will obviously already know about the business. If you're going for a job in a different company, you'll have to spend time researching what issues it's having and how you can troubleshoot them.
89. Be specific. Don't just make claims about what you can offer, but back up those claims by giving examples of times you've used your specific skills and qualities to resolve a situation.

90. Take a copy of your CV and cover letter into the meeting with you. Whether it's your job application or your promotion request, the decision-maker talking to you will probably have a copy of it and will ask you about it during the discussion. Be sure to have a copy with you and be prepared to talk about what you've written and to expand on it.
91. Be aware of your body language. It can make or break a crunch meeting. Make sure that you use positive body language throughout the whole interview. Use a firm handshake. Sit up straight instead of slumping back. Maintain good eye contact instead of looking around the room or down at the floor.
92. Verbal tics can be as much of a dealbreaker as negative body language. Avoid saying 'um' 'ah', 'er' and so on in your answers. It's better to take some time to think about your answer before opening your mouth, instead of starting to speak straight away, only to hesitate half way through the sentence.
93. Use language to your advantage. Just as certain words can be a turn-off, other words can be powerful sales tools. According to a Yale University study, one of the most effective words to use when selling yourself is 'you'. Use it often in your interview, in phrases like 'you of course understand', 'you raise an interesting point', 'what you will already be aware of' and so on.
94. Put as much intonation in your voice as possible, within reason. Someone speaking in a monotone not only doesn't seem like an appealing prospect, but won't be able to get their whole message across, because the listener is likely to switch off and stop listening out of boredom.

95. Ask pertinent questions. Don't just ask questions for the sake of it but, before the interview, take the time to think about what you actually want to know and what will show off your natural curiosity. Ask questions that show you have a genuine interest in the role you're going for and the department or company you want to work in. These include questions about where the role fits into the organisational structure, what plans the organisation or business area has for the future and what the employer considers to be their most significant achievement in the past 12 months.
96. One way to make yourself stand out of the crowd is by the questions that you ask and how you ask them. A question can show how much knowledge and insight you already have into the role and company that you are applying for. It can show how interested you really are in the position and show that you know what you know exactly what you are going for and why.
97. Try and think about things from the interviewer's perspective. We call this "Position 2" or "putting yourself in their shoes". Try to get an understanding of what it is that they are after and what it is that they might want to hear from you. The more you can get inside their head's and see things from their perspective, the better:
- What are they seeking and looking for?
 - What do they really care about?

- What do they really need?
 - How can you help with this?
 - Who do they need to report to and what are the key influences on their decision-making?
 - How can you make things easier for them?
 - How can you help with this?
98. Ask what the next step is after the meeting. You're unlikely to be offered the job or promotion on the spot, so ask when you can expect to get a response and if there's anything else you can do to aid the selection process. This shows you're genuinely eager and not just going through the motions by turning up to the interview.
99. Send a follow-up email thanking your interviewer for considering you. This is a nice touch and again shows how engaged in the whole process you are. Sellers sell right up until the point where the deal is done—not just until they've done all that they *think* they can.
100. The final tip on selling yourself that we can offer is to simply be you and also to keep at it. It takes time to get out there and feel confident about selling yourself and it can take time before you get to where you want to be. It can be a journey and it takes real determination and effort to make it happen. Stay true to what you believe is right for you and good luck!