

## 6 Questions for Preparing Your Fast Pitch

Job Seekers – can you present your Fast Pitch in THREE MINUTES OR LESS?

Your verbal presentation should open with a hook that captures attention and includes answers to the following six questions:

1. What's your job title?
2. Where do you work?
3. What are your career interests?
4. What is your unique selling proposition?
5. What's your claim to fame?
6. Why should THIS Company hire you? You must satisfy a business need.

### Finding the Best Career Objective

The job seeker should spend some time to establish a realistic and engaging career objective. It is not uncommon for experienced job seekers to have more than one career objective. In this case multiple and matching resumes and cover letters will be needed as well.

At times it can be somewhat difficult to nail down a job title and solid career objective. If necessary, a KSA (Knowledge, Skills, Abilities) Analysis is needed. This is done by going through “good fit” job descriptions and highlighting job responsibilities and qualifications that fit the candidates background. Type the highlighted sentences into a Word document and then prioritize them. List the job titles. Review the resume and include key words and sentences under work experience that support the high runner KSA's identified.

### Developing Your Unique Selling Proposition (USP)

It is important that you establish your Unique Selling Proposition (USP) because if you do, the market will seek you out. This means that you have to develop your market identity and your competitive edge. What makes you different and better than the next person? How have you distinguished yourself in your career? You need your USP to build your self esteem and to “walk tall”. You have to identify your special talents and range of experiences that exhibit your commitment to excel in the marketplace.

### You Must Satisfy a Business Need

Selling yourself for a job is not an easy thing to do, but with practice you can easily outperform the competition. Why? Because while others are busy trying to sell their technical skills, you will make a lasting impression by selling your dynamic interpersonal skills, business skills, and technical skills too. Just like the judges on American Idol, your interviewers have to like you and feel confident about your chances for success. They have to see you as a team player with exceptional talents and abilities. They have to not just want you; they have to NEED you for the job.

You may be qualified for a particular job but are you a good fit for the company and the best candidate who can get the job done? It is up to you to take the time to identify the business NEED and prove beyond a reasonable doubt that you can satisfy it. What's your value proposition? You may get a few hints from the company's website, a job posting and by talking to people you know who work at the company. And don't forget to stay positive. Even though you may not work out for a particular job, if you make a favorable impression, the HR recruiter and hiring manager may look for other jobs in the company for you, just because they see you are talented and would be a great asset to bring on board.