



# Marketing Yourself: Getting The Job Offer

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## Marketing Yourself: Getting The Job Offer

- ◆ What do you want?
- ◆ Marketing Yourself
- ◆ What does your future employer want?
- ◆ The Resume and Cover Letter
- ◆ The Interview



# What do you want in a job?

- ◆ Will it make you happy or satisfied?
- ◆ Will you be paid enough to support yourself or family?
- ◆ Will you be talented doing this kind of work?
- ◆ Will it provide experience for future career advancement?
- ◆ Will you learn a valued skill that is readily transferable to another job?
- ◆ Does it somehow contribute to the greater good?



# What do you want in a job?

- ◆ Will it be a social, fun, interesting work environment?
- ◆ Will you have an agreeable boss?
- ◆ Will you have a bearable workload?



# Marketing Yourself and Your Skills- Don't

- ◆ Don't brag, but don't hold back on your accomplishments. Instead mention your specific accomplishments as evidence of your strengths in your work ethic that would be necessary in the job. Quantify the results of your successes.
- ◆ Don't say I need a job because I am broke. Instead try to persuade the organization why it needs you based on your skills and experience.
- ◆ Don't talk extensively about others accomplishments who you know; talk about you.
- ◆ If asked about any salary requirements you have for the position for your first job out of college, don't say I will take nothing under \$50K salary and a corner office.
- ◆ Don't click your pen or slump in your seat.
- ◆ Don't use verbal fillers: um, uh, like.



# Marketing Yourself and Your Skills- Do

- ◆ Do background research before discussing with recruiters on items relating to that organization that are in the news. Think about how current changes may affect the organization.
- ◆ You have a brief period to sell yourself and convince others that you are the right fit for the job opening
- ◆ Be confident that you would like to work for the company in that position before you interview (if the terms can be agreed on). The recruiter will pick up on uncertainty, if you are not convincing that you are good fit, you will not convince the employer.
- ◆ Just because you have a degree doesn't mean you are qualified for the job. Your skills, experience and knowledge that you learned during college are what will determine if you are qualified. Emphasize your strengths and know your weaknesses and have a plan to improve weaknesses in place.
- ◆ Take a moment to think before answering a difficult question.
- ◆ Be open and honest. Make eye contact. Speak clearly. Smile when appropriate.
- ◆ Talk to people that may have insights on a career that you may be interested in. Life is about relationships; network with those who you know well.



## What does your future employer want?

- ◆ Drive to succeed (Confidence and Aggressiveness) + sales experience/knowledge = profits
- ◆ Someone the customers will like
- ◆ Experience (industry and college)
- ◆ Accounting Knowledge
- ◆ Loyalty
- ◆ Honesty
- ◆ Articulate
- ◆ Ability to Think Critically and Use Good Judgment
- ◆ Team Player



# The Resume and Cover Letter

- ◆ Easy to read and a professional format
- ◆ No mistakes in grammar or spelling
- ◆ Brainstorm about different tasks that show valued qualities
- ◆ Arrange by dates
- ◆ Current contact information
- ◆ Use a cover letter to highlight your accomplishments that fit with those of the position
- ◆ This could be your ticket in the door



# The Interview

- ◆ Dress
- ◆ Speak
- ◆ Act
- ◆ After



# Basic Interview Questions

- ◆ Why this job?
- ◆ Why you as opposed to another?
- ◆ Strengths/Weaknesses?
- ◆ Where do you see yourself in 5 years?
- ◆ How do your skills transfer?
- ◆ What do you know about company and industry?



## Conclusion

- ◆ Start thinking about potential professions now
- ◆ Get experience outside the classroom
- ◆ Network with those you know
- ◆ Look for a job where skills will transfer
- ◆ Spend time on your resume and cover letter with emphasis on the company's needs and your unique strengths, skills and accomplishments.