

Selling Your Skills



GETTING YOUR MESSAGE ACROSS

If you want to get your message across to someone new you have to **tell them what they need to know** and **ensure they remember your message**. This handout is designed to help you achieve both

In all cases ...

Whether you are in one to one conversation, presenting to a group, writing an advert or report, or simply talking on the phone:

- ✓ People form an impression in the first few seconds, so grab their attention and make them want to know more.
- ✓ Keep it simple: the message must be clear, concise and relevant.
- ✓ Research: Know what they need to know about you
- ✓ Tell them who you are and why they need to know about you and your business. Be proud of your achievements.
- ✓ Structure it: Introduce what you are going to say at the beginning, provide appropriate detail, then come to a clear conclusion at the end.

Before you start ...

Think



1. What do they need to know about me and my business?
2. What exactly do I want them to do afterwards?

In Person: Think about how you come across:



- ☺ Dress and behave so you look like you mean business, and greet with a firm handshake
- ☺ Speak clearly and confidently, using active words ('I will' / 'I can') to show a positive attitude
- ☺ Be definite about yourself and your abilities
- ☺ Show you are listening to what they say
- ☺ Summarize at the end, especially if there's something you've agreed to do for them

On Paper

- 📄 A picture or diagram really **is** worth a thousand words
- 📄 Lay ideas out clearly on the page
- 📄 It must be typed, set out clearly, and on good quality paper
- 📄 Keep copies to refer to before interview/meeting
- 📄 Proof Read; Proof Read again; then get someone else to read it

AND.....

don't forget: English may not be their first language so avoid those long words and jargon.

In Other Ways

- ☎ On the telephone, speak clearly and not too fast. Always offer to send something written to confirm.
- 💻 By email: keep it short and to the point. Use the spell check!