



*Sheena  
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Ten Shades of  
Sheena

## New Career

### **Ten Top Tips to set you apart from the rest.**

- 01) Who are you and what have you got going for you? – As we know, your CV will be an effective document if it summarizes your skills and achievements rather than giving a chronological account of your education and job roles
- 02) Why you need me – A great cover letter can succinctly highlight how you more than satisfy the stated and unstated requirements of a position
- 03) Stated and Unstated requirements – The essential skills and experience a potential employer states in the advertisement and/or role description. The skills and experience implied by the organization from their communication style and content
- 04) See me – Congratulations! Your CV and letter have done their job... Interview. So now ask for as much information as possible and prepare, prepare, prepare...
- 05) Are you able? – Employers want to be convinced that you have the ability to do the job and they may use ability testing for this (no surprise there) but they could just rely on you giving some great examples of how you've used your skills and experience successfully in the past. So prepare them
- 06) Are you willing? – So you can do the job but will you go the extra mile if that's what a client or customer expects? Will you help other teams when yours is sitting pretty? Reassure them, again with great examples, that you are dedicated and motivated
- 07) Stop waffling – Structure and rehearse your elevator pitch. For example: This was the Position, creating this Problem, the Possibilities were these and I proposed this and this was the Payback

- 08) Employers will also be looking for 'cultural fit' and this is where the able and willing applicant can trip up. Check out the values of the organisation and the ways it does business
- 09) What are the benefits? – Negotiate from a position of strength. Build the benefits of choosing you before asking about the benefits package on offer
- 10) How did I do? – Always ask for feedback. Lots of people still don't. If you didn't get the job, put those potential employers on the spot and get them to justify their misguided decision! If you did get it ask and bask...



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