

# Be Assertive without being Pushy!

By: Natalie Fraser

The way you handle the job search process will determine your success. Most employers, and recruiters, are looking for confident, self-assured people but will definitely avoid those who are arrogant. These tips will help you avoid being seen as arrogant whilst helping you to be assertive enough to get the job:

## 1. Assertiveness vs. Arrogance

Assertive people succeed without stepping on the rights of others. Arrogant people fail to see that others exist! The difference is huge and easily recognizable in an interview situation.

## 2. Let your accomplishments sell you

Its one thing telling people how wonderful you are and quite another showing them! Use past successes and achievements to illustrate your strengths and how you could be an asset to the company.

## 3. Let others do the talking for you

Don't brag. You must sell yourself effectively so rather let others talk for you. For example, "During my last performance appraisal my boss said..." or "My wife often says that I am...".

## 4. Work to get the job

Take the time to find the right job. You need to work at finding work. Putting effort into the process will increase momentum, energy and professionalism and increase your self-confidence.

## 5. Get rid of the baggage

Feeling over-qualified and under-valued? Been made redundant through no fault of your own? Get over it, now! Hidden anger or resentment seeps through and gives the interviewer a negative impression from the outset.

## 6. Put personality into your application

Pick up the phone and apply for the job in person. A personal conversation immediately increases your chance of being considered. A piece of paper is not a person and can easily be filed.

## 7. Tele-sell yourself

Treat phone calls to recruiters and potential employers as a business call. Be professional, courteous and polite. Smile and be positive, it does come across on the phone.

## 8. Personalise the call

Identify yourself at the beginning of the call, ask the person on the other end their name and use it often (without being irritating) during your conversation. You are more likely to be remembered.

## 9. Don't send mixed signals

During personal meetings and interviews be sure that your body language mirrors your words. Be positive and assertive in both word and deed. Remember to "walk" the "talk".

## 10. Believe in yourself (or at least act like you do!)

Confidence is apparent. Remember to believe in yourself and use positive body language, words and sell yourself. If you're a little nervous or unsure of yourself, act confident! You'll be surprised how often the act becomes reality – people will treat you accordingly.