

Five Ps of a Successful Job Search

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Most people have heard about the five Ps used in marketing. Searching for a new job is just like a marketing project, you're just marketing yourself. To be successful during your job search take into account these five Ps:

Positioning

You need to determine what makes you a unique candidate. This can be difficult to do on your own ask your recruiter to assist you in highlighting your assets and individual qualities.

Process

Identify your target market – which employers are most suited to your skill & experience. You must determine what qualities would appeal most to them and work out how to approach them successfully. You are far more likely to make a successful connection with a company if you highlight those skills of yours that match their needs so remember to customize your CV and application for each individual job.

Persistence

You must be focused on the processes of a job search. You need to keep accurate records of job applications, details and contacts you've made. Try varying your contact methods, email, telephone, mail, face-to-face depending on the particular preferences of the target employer. An introduction or referral is much more likely to be successful than a cold call. Networking with friends, colleagues and associates is a very good tool during a job search. Ask for information or introductions but never ask for the job!

Performance & Presentation

Your CV should speak of your strengths, skills and experience but nothing beats actual performance to show an employer what you can deliver for them. Using actual examples of accomplishments will greatly increase your chances of an interview. Your recruiter can assist you in marketing you to a potential client. Take the time to prepare a presentation that demonstrates your understanding of the concepts and ability to handle the position on offer – it will make you stand out from the competition.

Personality

No one hires on the basis of qualification or experience only. Your personality is especially important in light of corporate culture matches. Gaining credibility and establishing rapport with the potential employer is the key to being seriously considering. Strike up conversation, getting to know each other and sharing thoughts and ideas. Just sending your CV out is less likely to motivate people than if you can get them to like you and care about your future. This tip can be especially useful when dealing with recruiters – if you can establish a good relationship with your recruiter she's much more likely to go out of her way to assist you in finding a new job.

Until you have secured a face-to-face meeting with a potential employer you're nothing more than a piece of paper in an in-tray. To secure this meeting, you need to market yourself effectively. Plan your job search in the same way you'd market a product – position the product (you) as unique, identify the target market and the best way to approach them. Illustrate how the product (you) can provide the solution (use your past achievements, skills and knowledge) to the current problem (vacancy).

The job search process is rarely a quick one. It takes time to prepare and identify your target markets and to succeed in making the presentation. It takes time to develop your network and for it to generate leads. Don't give up and remember to persevere until you've closed the deal.