



## ***Define your Value Proposition***

We have all heard the term “value proposition”, and in the interview process that refers to your personal value to a prospective company and manager.

As you prepare for the interview, ask yourself “Why should someone hire me?” and “**What value do I bring to them?**”.

Sit down and develop your value proposition. What are the **4-5 things that set you apart** from your competition? Write these notes down and have in front of you as you interview as a quick reference.

Your value proposition is a set of **attributes and accomplishments you want to emphasize**. For example:

1. My results have positioned me in the Top 10% of sales.
2. In college I ranked in the X% of graduates, graduating with honors.
3. At my company I earned a promotion in record time.
4. My results contributed to our company’s successful IPO/Merger/Acquisition.

These statements should align with the hiring manager’s goals and objectives. Ask yourself: “What are they looking for and do I satisfy their selection criteria?”

As you move through the interview process, you will meet with different individuals. If you have a **consistent set of statements or messages, you will leave everyone with a clear picture of who you are** and what **value you bring to their organization**.

We look forward to hearing from you. Let’s start a conversation. 952-934-4100



[Jackie Neva](mailto:Jackie.Neva@NevaRecruiting.com)



[Peter Neva](mailto:Peter.Neva@NevaRecruiting.com)

<http://www.NevaRecruiting.com>

Enterprise Software Careers | Enterprise Software Sales Job | Software Sales Jobs | Software Sales Careers Software Sales Recruiters | Enterprise Software Recruiters | Software Recruiting Agency | Enterprise Software Sales Agencies