

# CAREER POTENTIAL<sup>SM</sup>

TAKE CHARGE OF YOUR CAREER

## YOUR CAREER ADVOCATE

Volume Ten, Issue Two – March 2014

**YOUR CAREER ADVOCATE is the FREE monthly e-newsletter published by Career Potential, LLC to help you take charge of your career, create the work you love, and earn what you deserve!**

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### This Month's Feature Article

As regular readers of "Your Career Advocate" know, I sometimes feature the writing of other people in this space. I thought this article by Eric P. Kramer would be an ideal selection, because many clients have recently been asking about how to increase their effectiveness at interviews. Eric's expert perspectives on interviewing will be helpful to all our readers, I am sure.

– Ford R. Myers



Ford R. Myers  
President  
Career Potential, LLC

### Focus on WIIFT instead of WIIFM to Interview Your Best

By Eric P. Kramer, Senior Career Consultant

Most job candidates know that they need to focus on "job requirements" in order to sell themselves into the position. However, at the interview, many applicants make the mistake of focusing their answers on their own perspectives and needs ("what's in it for me" or WIIFM) rather than on the company's perspectives and needs ("what's in it for them" or WIIFT). Here are five suggestions to help shift your focus to WIIFT:

#### #1 LISTEN LISTEN LISTEN.

Listening is the most important part of an interview; and you thought talking was! The beginning of any interview should be the interviewer talking about their perspectives and needs, and you LISTENING LISTENING LISTENING. Applicants are typically too eager to tell the interviewer about all their great skills and qualifications and the

### What Clients are saying about Career Potential

"Ford is the consummate professional. He is not only a natural-born teacher and coach, he provides an excellent model for how someone at the top of his/her field should look, sound, and relate to others. Working with Ford has been a truly life-changing experience. I wish I had more space to tell the story of how he helped me turn over a new leaf with my career!"

– J. Laramee  
Information Technology Professional

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wonderful things they've achieved at prior jobs. This prevents the candidate from learning what specific attributes they possess that would be of most benefit to the company.

### **#2 Forget, initially, why you want the job and why it's a good opportunity for you.**

WIIFT is based on a total focus on the company, the job, and what you can do to make the organization more successful. Talk as if you "live to serve," and as though your mission is to improve their bottom line. Once you've convinced the employer that you're the best candidate and they want to offer you the position, you can shift the focus to your needs – to topics such as salary, health care, vacation, etc. But if you focus on these items too early, you'll appear too self-serving and not motivated to actually perform the duties for which you'll be hired.

### **#3 Be specific about WIIFT, and don't leave them guessing.**

Your attitude should be (and you should keep repeating), "Hire me, and here's what will be in it for you!" Too many applicants simply talk about their background, skills and experience – and just answer a series of interview questions. For example, rather than saying, "I have experience with Microsoft products," say "I know Power Point very well, which means that I can produce all the presentations you mentioned that you need every month!" (You got this tidbit from LISTENING LISTENING LISTENING). See the difference? You went from, "I have experience with Microsoft products" to a major WIIFT statement!

### **#4 WIIFT is mostly based on making the Hiring Manager's life easier.**

The hiring manager will say all sorts of nice things about the job and the company. But how will you be serving the needs of customers and helping to grow the company? Bottom line, she's hiring you to make her life better and easier! What does she need specifically? Is it more organization or productivity? More problems solved or sales increased? Does she need a troubled division or team fixed, quality improved, less hassle from her boss? Once you know her specific needs and problems (also known as "pain points"), make it very clear how you'll solve those problems and address those needs. This is WIIFT on steroids!

### **#5 Come prepared with a plan.**

It's not enough simply to talk about what you'll do for the company. Instead, present a 30/60 day strategic action plan. Companies love candidates with a plan. So, in writing, show them your goals for the first 30 days and 60 days. This communicates how you'll add value quickly to the company, and just how you'll do it. If you need help creating your presentation, go to [www.interviewbest.com](http://www.interviewbest.com) for guidance on this subject.

Ultimately, your job search is all about WIIFM. But to land the job you want, you have to strongly present WIIFT first. Once the employer determines that you're the best choice, you'll be in a much better negotiating position – and you'll get a larger helping of WIIFM!

#### **About the author:**

Eric P. Kramer is a published author and Founder of Innovative Career Strategies (ICS). ICS is in the forefront of using innovative strategies to help career-minded professionals managed their careers and find new jobs. With a background in software development and career management, Eric is constantly searching for, using, and evaluating new career management strategies.

### **You're Invited – Two Career Success Seminars – Mar. 2014**

**Event #1 – Wednesday, March 19, 2014**

**LEARN TO WIN INTERVIEWS AND LAND THE JOB -- FROM A**

**Today!**

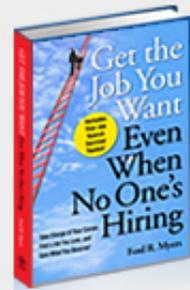
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## NATIONALLY-KNOWN INTERVIEW EXPERT

Interviews are difficult to come by and each is a critical opportunity you cannot afford to squander. There is a great deal of information written about interviewing, but most of it is well-worn and very basic. You need to know more advanced strategies to win interviews in this competitive job marketplace.

Join Eric P. Kramer, award winning interview book author, to learn advanced strategies you can put to immediate use in your next interview.

Learn important information, such as:

- The critical first question you should ask in all your interviews
- The one best interview question of all time
- How to address potential job-losing issues, like age and short-term employment
- How to tell stories and give examples for maximum impact
- How to overcome your number one interview challenge
- How to develop your "phrase that pays"

This presentation is guaranteed to give you strategies that will have an immediate and dramatic impact on your next interview. Don't miss this presentation and jeopardize your chances of winning your next interview and landing the job.

Seats are limited, so register now!

### Here are the details:

**DATE:** Wednesday, March 19, 2014

**TIME:** 6:30pm to 9:30pm

**SPONSOR:** Philadelphia Area Great Careers Group

**PRESENTER:** Eric P. Kramer, Career Expert

**INVESTMENT:** \$20.00 (pay with your online registration)

**WHO:** Everyone is welcome!

**LOCATION:** Bartley Hall, Room 2001, Villanova University, Villanova, PA (Corner of Lancaster and Ithan Avenues)

**REGISTRATION:** Advanced registration is required and seats are limited. [Click here](#)

**DIRECTIONS:** [Click here for directions](#)

**QUESTIONS:** Call Eric at (610) 420-4158 or e-mail [epkramer@gmail.com](mailto:epkramer@gmail.com)

**NOTE:** You will need to register as a member of [www.MeetUp.com](http://www.MeetUp.com) (free) in order to sign-up for this event. Do this at <http://www.meetup.com/Philadelphia-Area-Great-Careers-Group> by clicking the "Join Us" button at the top-right section of the web page.

### About the presenter:

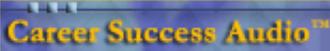
Eric P. Kramer is a published author and Founder of Innovative Career Strategies (ICS). ICS is in the forefront of using innovative strategies to help career-minded professionals managed their careers and find new jobs. With a background in software development and career management, Eric is constantly searching for, using, and evaluating new career management strategies.

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### Event #2 – Thursday, March 27, 2014

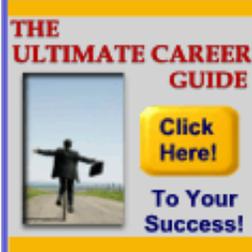
#### ACCOMPLISHMENT STORIES – YOUR MOST POWERFUL TOOL TO GET THE JOB OFFER

Remember a time when you heard a friend or colleague tell a memorable story? You can probably still recall some of the details about that story long after it was shared. Good storytelling creates a vivid picture and a positive response in the listener's mind. Utilizing stories to



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Follow Ford on these Social Networks



enhance your job search is a skill that is often overlooked. Yet, without powerful accomplishment stories to tell prospective employers, you have almost nothing to "sell." When you can effectively tie your accomplishment stories directly to the employer's needs and problems, you will most likely get a job offer!

Many of us feel that the stories about our work life are not interesting. Others struggle to come-up with any accomplishment stories in the first place. This seminar will show you exactly how to identify and develop your own compelling accomplishment stories – stories that will become your most powerful "selling tools."

Attend this presentation and you will learn to:

- Master the structure and components of a good accomplishment story.
- Succinctly tell a compelling accomplishment story.
- Match your accomplishment stories directly with the company's needs and problems.
- Leverage accomplishment stories as the most critical tool in the job search process.
- Uncover your own "hidden" accomplishment stories. (You will develop actual accomplishment stories at this workshop).
- Summarize your accomplishment stories into "bullet statements" for your resume.
- Weave your accomplishment stories seamlessly into the interview.
- Recognize the "prompts" to respond with an accomplishment story.

Seats are limited, so register now!

**Here are the details:**

**DATE:** Thursday, March 27, 2014

**TIME:** 9:00am to 11:30am

**SPONSOR:** Career Potential, LLC

**PRESENTER:** Ford R. Myers, President of Career Potential, LLC

**INVESTMENT:** \$25.00 (pay with your online registration)

**WHO:** Everyone is welcome!

**LOCATION:** Radnor Financial Center, 150 N. Radnor-Chester Road, Suite F-200, Radnor, PA

**REGISTRATION:** Advanced registration is required and seats are limited. Visit: [www.careerpotential.com/signup/](http://www.careerpotential.com/signup/)

**DIRECTIONS:** [Click here](#)

**QUESTIONS:** Call Ford at (610) 649-1778 or e-mail [contact@careerpotential.com](mailto:contact@careerpotential.com)

**About the presenter:**

Ford R. Myers is President of Career Potential, LLC. His firm helps clients take charge of their careers, create the work they love, and earn what they deserve! Ford has held senior consulting positions at three of the nation's largest career service firms. His articles and interviews have appeared in many national magazines and newspapers, and he has conducted presentations at numerous companies, associations and universities. In addition, Ford has been a frequent guest on television and radio programs across the country. He is author of two books: "Get The Job You Want, Even When No One's Hiring" and "The Ultimate Career Guide."

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These events are also opportunities to make new networking contacts, and get some of your career questions answered!

If you'd like to improve your career situation, you'll find these presentations to be particularly relevant and helpful.

Please pass this invitation along to anyone else who might benefit from these powerful seminars.

### **Special Bonus Audio – For Subscribers Only**

#### **"The 12 Habits of Highly-Successful Job Seekers in a Down Market"**

The most popular (and possibly the most powerful) teleseminar I've ever conducted is called "The 12 Habits of Highly-Successful Job Seekers in a Down Market." Some subscribers to this e-newsletter have already heard the program – while others have been requesting that I offer it again. So as a special bonus this month, here it is! Just click the button below, turn-up your computer's speakers, and enjoy listening to the recording!

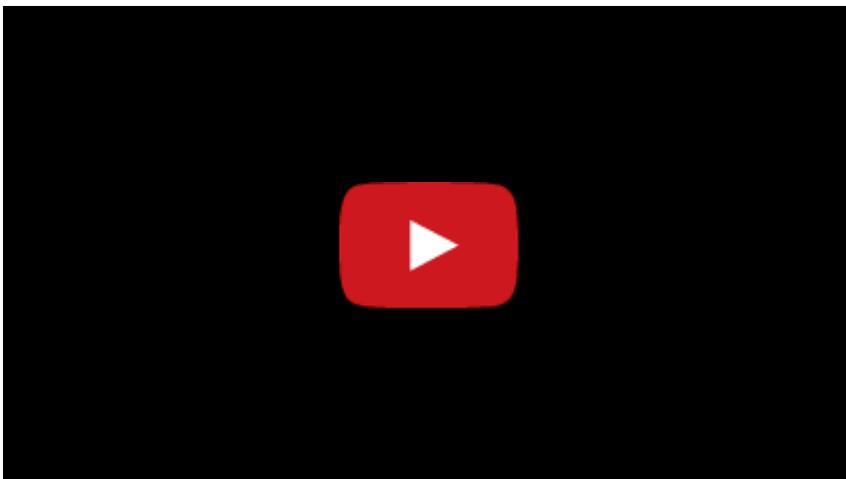


### **Client Referral Program**

Here at Career Potential, LLC, most of our business comes through referrals. To encourage this process, we offer an incentive in the form of a "Referral Bonus." Each time you refer someone who becomes a career coaching client, we'll reward you with a generous American Express gift card! For details, please contact Career Potential.

### **Career Potential's YouTube Channel**

Did you know that Career Potential, LLC has its own YouTube channel? Check it out, and watch all our TV interviews and educational presentations online. It's FREE, and you'll learn quite a lot by watching. Just visit: <http://www.youtube.com/user/careerpotential> and access all the video segments. Below is one of them for you to enjoy.



### **Invitation from Career Potential – Complimentary Initial Consultation**

The employment market is just too challenging these days to attempt a job search on your own. We provide the tools, resources, knowledge and skills that you can't get anywhere else – assets that are essential to achieve real success in job search and career management. Ask yourself these questions ...

- Are you dissatisfied with your current career situation, and with the way your career has been going?
- Are you frustrated by a job search that has been unsuccessful?
- Would you like to generate more interviews and get more offers?
- Would you like to enjoy much more career growth and earn more money?
- Would you like the help, guidance and support necessary to achieve your true potential?
- Would you be willing to invest in your career, if you knew that your investment would pay off quickly and significantly?



Career Potential, LLC is a career coaching and consulting firm that helps clients take charge of their careers, create the work they love, and earn what they deserve!

Want to learn more about our career success programs? Wondering how career coaching could help YOU? Please call today, or simply [click here](#) to see if you qualify for a complimentary initial consultation!

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