

## **How to Adapt to the New Realities of the Market Place**

To close a sale in a tough economic environment, you need to know your customer inside out. Tackling the jobs market effectively requires the same approach. The only way you can sell your skills and qualifications to an employer is to fully understand their market place, challenges they're facing and then using this information to convince them of how you'll bring value to their business.

Although each company is unique, there are 3 distinct trends that are common across all sectors and which need to be taken into account when job seeking and preparing for interviews.

### **Risk aversion**

When engaging in a recruitment process, employers have become increasingly risk adverse and look for job applicants who 100% match their job spec.

How do you get over this hurdle? Firstly, don't be put off by the exacting requirements of employers. Companies will always start off with a wish list – looking for candidates with a unique blend of skills and experience. As such a specific background is often in short supply many recruiters relax their criteria with the passage of time.

Many people exclude themselves from shortlists by not aligning their CV closely enough to the job spec and not making it crystal clear that they are a good fit. Employers are too busy to read CVs in detail – you need to make it easy for them to choose your CV. Similarly in an interview, you've got to proactively tell an employer why you're a good fit and back this up with examples.

### **Positive energy**

Life's hard for everybody at the moment and to succeed, companies need to be fit, lean and quickly adapt to new market conditions. When recruiting they're looking for dynamic, flexible staff who'll fit this culture.

To show passion during the interview, you'll need to fully engage with the employer, modulate your tone of voice and show excitement when talking about previous roles. Body language, posture and eye contact are crucial. You'll also need to convince the employer that you've a very strong interest in their specific company.

### **Value for money**

As all employers will instinctively want top quality candidates for bargain prices, you'll need to handle the salary question strategically. Even if the role has a guiding a salary below your expectations, submit your CV, sideline the salary issue and instead focus on the value you're bringing to the table. Even budget constrained employers will be flexible on salary if they believe they're faced with exceptional quality.

### **Conclusion:**

A buyer's market demands a sharp, well thought out sales pitch. By seeing things from an employer's perspective, you should be better placed to sell yourself and convince an employer that you're the right person for the role. Happy interviewing!

### **About the Author**

**Laura McGrath** is the owner of [Interview Techniques](http://www.interviewtechniques.ie), a leading provider of interview coaching services. She has spent the last 15 years in staffing and recruitment and is a regular contributor with *Irish Jobs* and the *Sunday Business Post*.

Go to: [www.interviewtechniques.ie](http://www.interviewtechniques.ie)

Email: [info@interviewtechniques.ie](mailto:info@interviewtechniques.ie)

Call: 01 231 3003