

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 4

4. Выполните анализ и реферирование текста «The skills everyone needs» (15 баллов)

Whether you are interviewing for a job or are an established CEO, the ability to sell is critical to every career and beyond.

Selling is a life skill. Broadly, everything you do requires some sort of selling: dating, pursuing a promotion, buying a house and getting a loan, among other things. It's part of the human condition. Anyone can learn the techniques that make a good salesperson, and you can use them no matter where your career takes you.

Selling is all about communicating, and a large part of communicating is speaking in a way the other person can both understand and relate to.

Whether you are selling a product to a customer or an idea to your manager, you don't want to make the other person feel confused, overwhelmed or uninformed. Instead, phrase your pitch in language clear and concise enough that the other person could easily repeat it a few hours later. You need to speak their language. If you can do this, not only do you increase your chances of making the sale, it also makes it easier for others to spread the word about the solution you just provided. This naturally increases your bottom line without having to spend on marketing. People want to work with and do business with people they like. If you have loyal customers ... you have them because you are likable.

In any situation where you have to persuade another person, communicating what that person will get out of the exchange is key to selling. You should be able to answer their unspoken question: "What's in it for me?"

Communicating the "what's in it for me" (sometimes referred to by its acronym, WIIFM) starts being useful as early as your first job interview.

Don't seek to sell yourself or worry about the endless number of tactics that can bog you down, like sitting correctly, shaking hands correctly, memorizing answers to questions that you think will be asked of you. Focus on detailing the solutions and benefits that you've delivered for previous employers that your prospective employer wants [or] needs, and that you can make possible if [you are hired]."

The ability to clearly articulate the WIIFMs you've achieved will stay relevant through your entire career, because then you are always prepared to prove your own value.