

Selling yourself

COMMUNICATION

LEVEL
Upper-intermediate

NUMBER
EN_BE_3A11X

LANGUAGE
English

lingoda

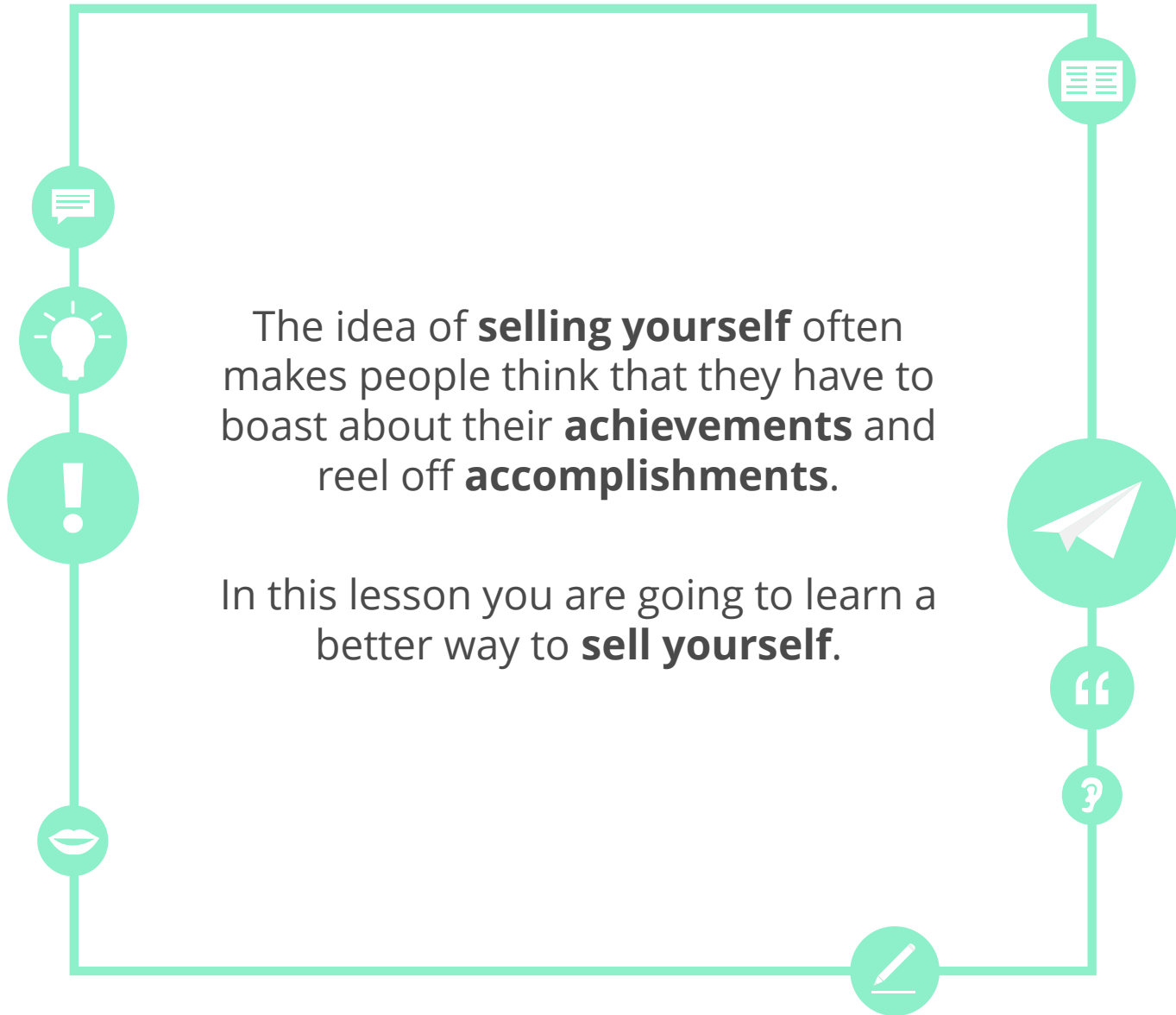




Goals

- Can understand advanced expressions to describe skills and abilities
- Can use new phrases to describe own experience and sell myself in an interview







Preview and warm-up

- In this lesson you are going to learn about the importance of **selling yourself** in **job interviews**.



Being confident is a good way to **sell yourself**.



Selling yourself

- What is **selling** yourself in a **job interview**?

- **Selling yourself** is not the same as praising yourself or being arrogant.
- **Selling yourself** means talking about your **strengths** – your skills, experience and qualifications.





Selling yourself

- There are many **reasons** why you need to **sell yourself**.

- You can get a **job** over a more qualified candidate by **convincing** the interviewers that you **deserve** the job more than anyone else.

- Interviews are short and interviewers will only know about you if you tell them something.

- Hearing about your strengths as well as reading about them on your CV helps the interviewer to remember you.



Selling yourself



Can you add any more reasons
to the ones on the previous
page?



Selling yourself

Most people don't like the idea of **selling themselves**.

How do you feel about it? Are you comfortable talking about your strengths in a **job interview**?





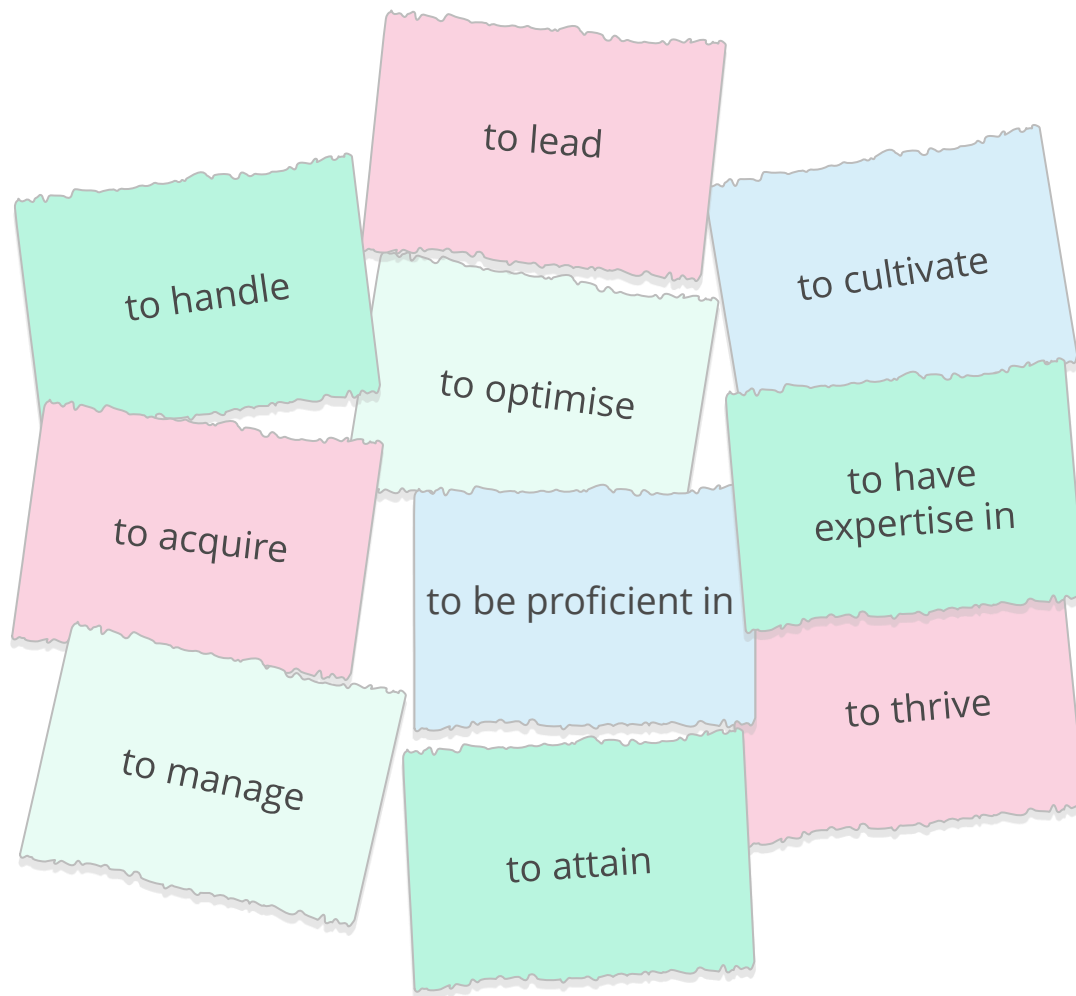
Selling yourself

- There are a lot of ways to sell yourself in a **job interview** which don't actually involve talking about your strengths.

- **Body language:** a smile, a firm handshake with eye contact and sitting up straight without fidgeting are all key.
- **Dress appropriately:** dress so that you are comfortable and bear in mind which industry the job is in – a job in finance requires a different outfit to one at a fashion magazine.
- **Avoid filler words:** don't say *umm*, *ahh* and *like* too much. Planning what to say is key to avoiding this.
- **Focus:** don't talk too much and say irrelevant things - get to the point.



Below are some words which you can use when selling yourself





Selling yourself

- Here are some **examples** of the vocabulary in context.



I **thrive** under pressure.



I **lead** a team of eight people.



I **am proficient in** German.



We **optimise** results through a streamlined system.

your strengths

The first thing that you should do is to think of your **strengths**. Then you should read the **job description** and match your strengths to what the company is looking for.

You should end up with **three to five strengths** which you can mention in an **interview**.



I **thrive** under pressure.



Your strengths

Make a list of your strengths here. Then imagine you want to have your manager's job. Narrow down the strengths you have so they are tailored to his or her job description.

A blank sheet of lined paper with a spiral binding on the left side, intended for writing strengths.



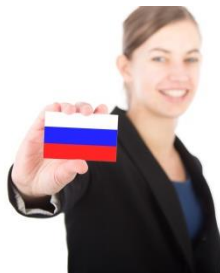
giving examples

Once you have thought of your **skills**, you need to think of **examples** from your **professional life** of when you demonstrated those skills.

Be as specific as you can.



I am good at cultivating new talent; in fact, I oversaw the recruitment of interns from universities this summer.

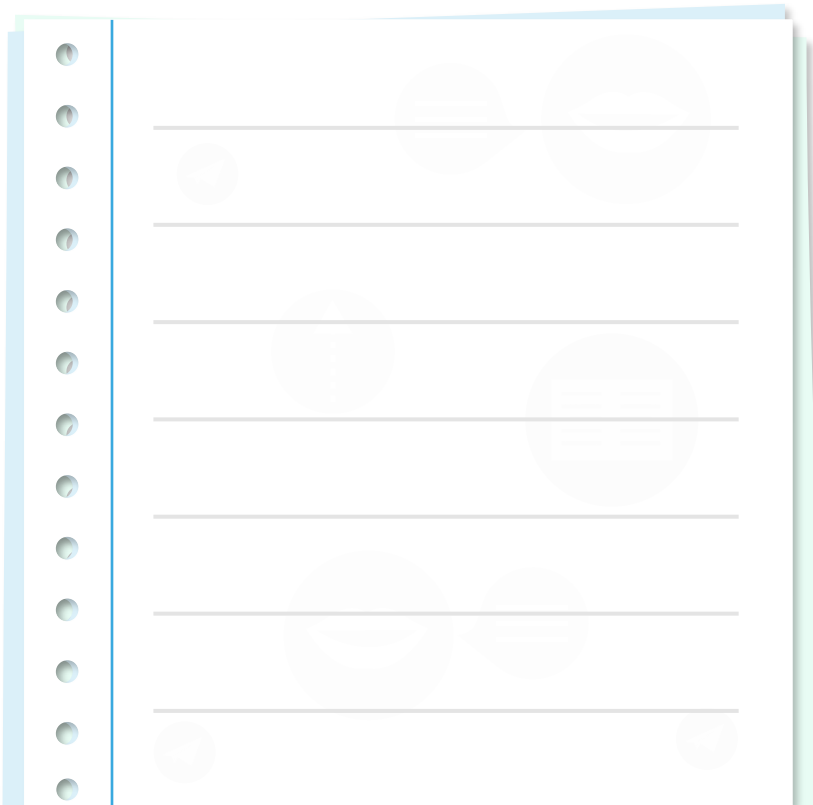


I am proficient in Russian, which allowed me to increase trade with small businesses there by 320% during my time at the company.



Giving examples

For each of the strengths you wrote down on p. 13, think of examples from your professional life that relate to them.





Speaking practice

Now practise your short stories about your top strengths. Make sure you are concise and use active language.





Your strengths

It is important to think about which questions will allow you to talk about your strengths. Here are some examples below.

1. Tell me about yourself.
2. Go over your CV with me.
3. Can you tell me a bit about your background?
4. What are your strengths?
5. What are your responsibilities in your current position?
6. Why should we hire you?





Questions

Which of the questions on the previous page do you dread getting in an interview?



Can you think of any more questions in which you can talk about your strengths?





Role play

**Now practise asking and answering some of the questions with your teacher or one of your classmates.
Give each other feedback on your answers.**

Tell me about yourself.



I've been working as a consultant for 5 years and during that time...

Student A or teacher: You are the interviewer.

Student B: You are the interviewee.

asking questions

Asking your interviewer questions is another good way to **sell yourself**. It shows that you have **researched** the company before the interview and that you have really thought about what the job will entail.

Below are **general questions** that you can ask for every job.



Where is the company heading in the next 3 years?



What is the typical career path for someone in this role?



Asking questions

- If you have researched the company thoroughly you should be able to ask some **specific questions** either about the **company culture** or about the **role** you are applying for.
- Below are some examples of questions that are **tailored** to a specific role or company.

- I saw on your website that the company is committed to reducing its carbon footprint by 20% in the next two years. Can you tell me how ordinary employees will be a part of that?
- I have heard that the vast majority of customers who are put through to me will have already spoken to at least one person. Does that affect how I should deal with them?
- I read that the company has been expanding rapidly in the past few years. Do you expect that expansion to continue? What might that mean for me?



Asking general questions

With your classmates, write down four more general questions that you could ask a potential employer in an interview.

duties

hierarchy



A graphic of a spiral-bound notebook with lined pages, intended for writing questions.



Asking specific questions

Now think about your company. Is there anything you would have liked to know before you started your job, or any big changes coming up in the company that new employees should be aware of?
Write some questions structured around these ideas.





Role play

Practise asking and answering the questions with a partner.



Student A: You are the candidate.



Student B or teacher: You are the interviewer.



Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





Reflect on this lesson

Think about everything you have seen in this lesson.
What were the most difficult activities or words? The easiest?



If you have time, go over
the most difficult slides again





Complete the sentences

In your own words, complete the sentences about selling yourself.

1. Be aware of the dress code...
2. Keep a good posture...
3. Be concise...
4. Be aware of filler words...



Writing an e-mail

**Your friend is applying for a job at your company and has asked for some tips about how to sell himself during the interview.
Write an e-mail to him.**

-□×

To: john@email.com

Subject: Selling yourself in an interview

Hi John...



About this material

Find out more at
www.lingoda.com



This material is provided by

lingoda

lingoda Who are we?



Why learn English online?



What kinds of English classes do we offer?



Who are our English teachers?



How do our English certificates work?



We also have a language blog!