

# How to get calls for an Interview for desired role

## Deep Dive into writing your value proposition



# Introduction

Management Coach and Mentor with 40 years of experience in Talent Development

Arun Singhal



Post Graduate in Marketing & Finance from IIM

Bangalore in 1981

26 years of work experience in Unilever, Johnson & Johnson and Dumex India (now Danone Nutrition) in sales, marketing, operations and general management in senior positions in India and Asia Pacific

Been consulting, coaching and counselling individuals, small and medium business since 2007

Working with IIM Udaipur since June 2015 as faculty for IBP in addition to driving entrepreneurship, emotional intelligence, Bloomberg Lab and career counseling

Also a certified CEO coach

Coached and Mentored for past 14 years @

- ✓ IIM Udaipur
- ✓ Vikram Cements
- ✓ Seva Mandir Udaipur
- ✓ BSL Ltd
- ✓ Mayur Suitings
- ✓ Volkswagen India
- ✓ Kris Flexipacks Pvt Ltd
- ✓ Bayer India
- ✓ Cello India
- ✓ Makarizo Indonesia
- ✓ Ayushakti Health Care Pvt Ltd
- ✓ Hia Designs
- ✓ Mind Technologies
- ✓ Hindustan Instruments
- ✓ Panache Computers

*Enrichmentors*

*Building Businesses, People, Wealth & Health Successfully over 40 years*



# Purpose

The purpose of the module is to give you an in-depth understanding of how can you write a value proposition that can better help you get a call for an interview for a desired role.

At the end of this module you will learn the following

- Understand why is it important to write a value proposition
- Understand what do you do today to communicate the value you can provide
- What steps should you take to write your value proposition
- What could your value proposition look like?



# Why write value proposition?

- Writing value proposition will provide a message that you can send to your target companies to get a 5 minute call to start the conversation
- It will tell your potential recruiter in that brief message who you are and how can they benefit from you
- It will generate their interest in you as a possible candidate to be hired
- Not having a value proposition will severely limit your efforts to market yourself



# Current Process Review

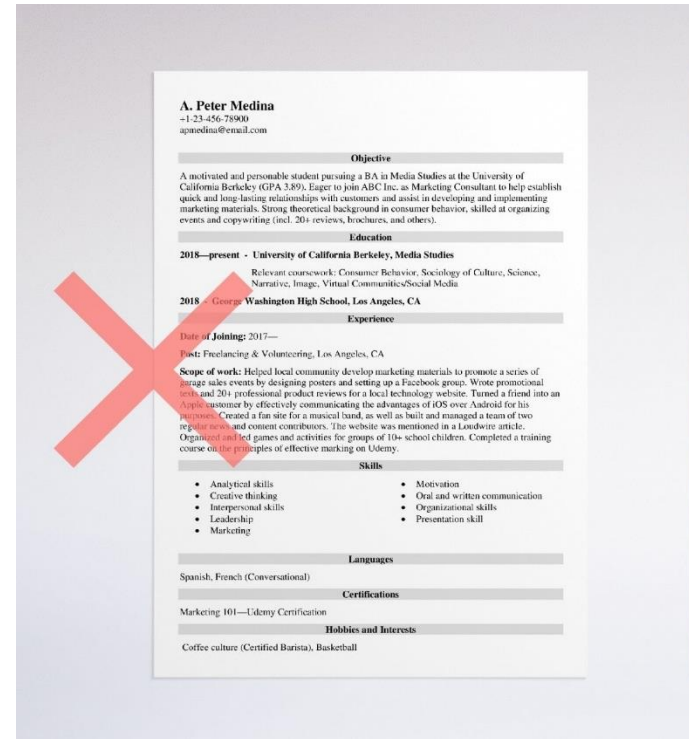
What do you do now to communicate your value to the companies and how good is it?

Current Process	Process Effectiveness



# Current Process of listing target companies

- Most of us use our CVs to communicate about ourself
- We don't communicate specifically about the value we can provide to the company anywhere
- Most recruiters find it difficult to figure out how could you provide value to them
- Since CV is a one page document, it does not clearly tell the recruiter about your value
- Consequently, the CV is not a good tool to market yourself





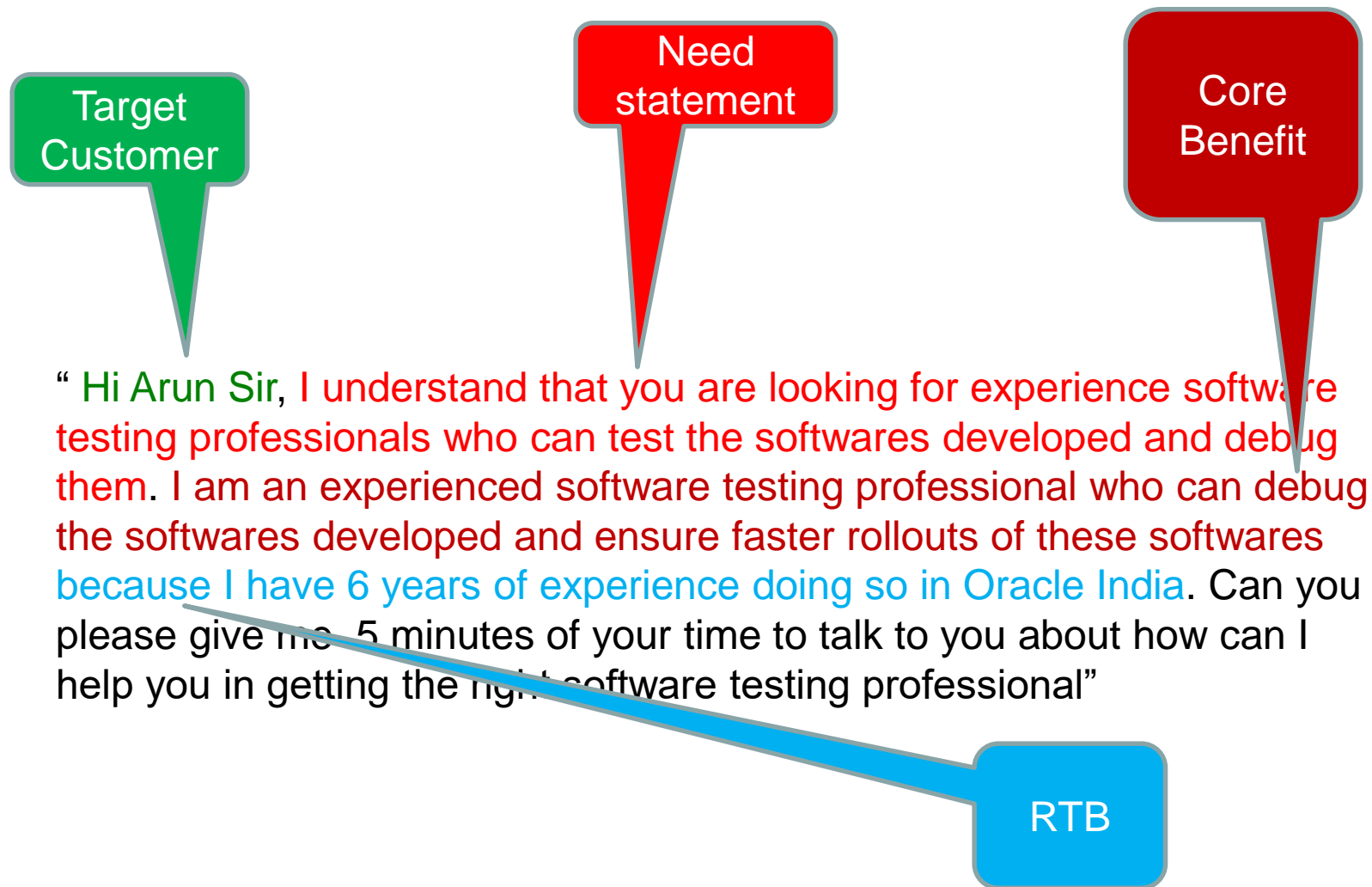
# Write your Value Propositions



- Start your value proposition by stating your understanding of their talent acquisition need in one short sentence
  - “I understand that you are looking for experienced software testing professionals who can test the softwares developed and debug them”
- Next write what you can offer, its benefit and why in one sentence again
  - “ I am a experienced software testing professional who can debug the softwares developed and ensure faster rollouts of these softwares because I have 6 years of experience doing so in Oracle India”
- Develop such multiple value proposition based on the needs and what you can offer



# What could your Value Proposition look like?





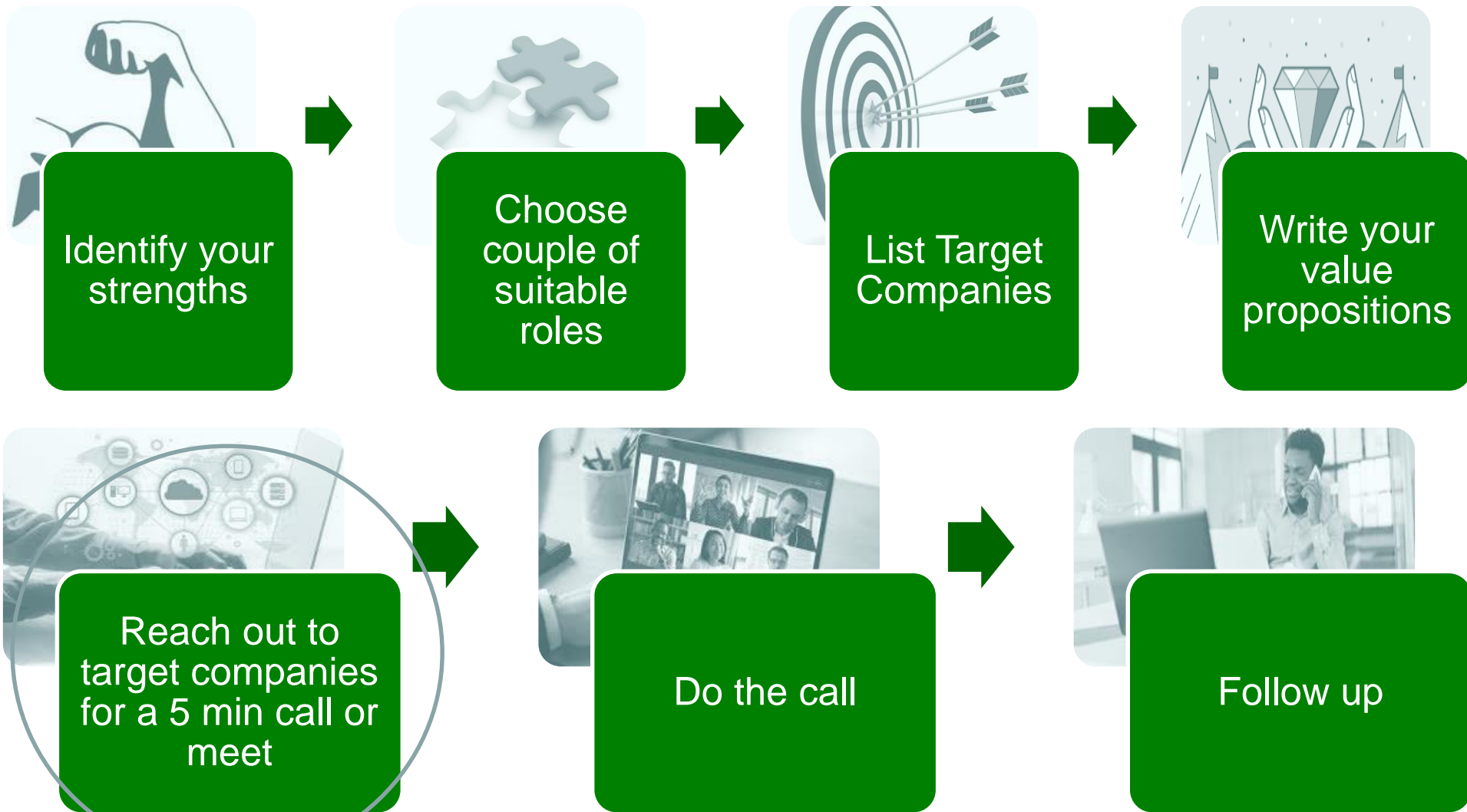
# What did we learn in this module

- Most of us communicate our value to the recruiters through our CV only
- This process is not very effective for most of us, because the CV contains a lot of information and does not provide specifically the value you can provide
- We need to consider writing our value proposition to use instead of a CV in reaching out to companies without any JD
- We know what our Value Proposition could look like



# What is in it for you in the next module?

## Deep Dive into how to reach out to companies





Thank you for watching  
How to write your Value Proposition  
to  
Get calls for an Interview for desired  
role

