

# Step 4:

## Your WIFM Commercial

**B**efore you start contacting your Target Employers, you need to know how to describe yourself as an investment. Fortunately, this is easy. Put the shoe on the other foot. Employers are hesitant to make a hiring decision when they have doubts about which candidate will have the most success in solving a real business problem or make the biggest contribution to their growth. Your challenge is to position yourself as a solution worth paying for. How can your abilities contribute as an eventual financial or productivity benefit? Address the employer's primary concern of "What's in It For Me" or WIFM.



When deciding what contributions you are likely to make, employers consider these aspects based on your past accomplishments:

1. Contributions you've accomplished in the past. Especially if a financial contribution (\$) highlighted.
2. What people who have worked with you said about you.
3. Your level of relevant experience to each task to be performed.



### Activity Alert!

#### ID Your WIFM

#### 1 What you have done in the past (list examples of things you've done in your current or past jobs to):

Save process time example(s)

\$ Save expenses/money example(s)

What is your lasting contribution?

\$ Increase sales/make money example(s)

\$ Increase productivity/output example(s)

What awards or special recognition have you received?

#### 2 What would people you've worked with say about you?

How would your best colleagues and supervisors describe your work?

How would your best colleagues and supervisors describe what it's like to work with you?

#### 3 What experience do you have that relates to your Target Employers?

Years of experience in related jobs

Relevant education

Years of experience in target industries

Relevant training or certifications

Great job - right?! We hope you are pleasantly surprised, as others have been, to recall the many things you have accomplished.



**F**or over 50 years we have placed people nationally and have seen that building your script based on the methods below yields the most frequent employer call back success.

### Creating a WIFM Commercial About Yourself

- 1 State quickly a job function/industry/tenure so that they can rapidly frame what you are – job function wise.
- 2 State your best 1-2 contributions to keep their attention to read more. Quantify your contributions whenever possible. How many, what %, how long, etc. To add greater impact, shape your contribution into an example success story. Stories are easier to remember and re-tell to their executives. Tell them the story of a time when...
- 3 State what a boss or co-worker would say about your personal characteristics. They are as close as an employer can get to your proof!
- 4 The best reference is the boss. When you are stating what a boss would say, state their job title and first name. It sounds more believable and impressive than just stating, “my boss.”

Now you will fit the traits and accomplishments you identified in Step 4 into a script:

### WIFM Commercial Script

- 1 I have \_\_\_\_\_ years of experience in \_\_\_\_\_.  
(in target job function | in target industry | performing a key related job task)
- 2 In that time I was able to \_\_\_\_\_.  
(most impressive 1-2 examples of what you've done-be quantifiable)
- 3 My \_\_\_\_\_ (Boss, first name/job title | colleagues)
- 4 would tell you that I am \_\_\_\_\_  
(most relevant traits of what people you've worked with would say about you)  
because I \_\_\_\_\_.  
(second most relevant and impressive thing you've done)

### Top Action Verbs

#### Top Action Verbs to Help with Writing Your Script

##### People Skills

- Articulated
- Collaborated
- Composed
- Convinced
- Defined
- Enlisted
- Interacted

##### Organizational Skills

- Catalogued
- Categorized
- Charted
- Classified
- Compiled
- Monitored
- Routed

##### Marketing/Promotional Skills

- Moderated
- Reconciled
- Reinforced
- Specified
- Summarized
- Created
- Customized

##### Technical Skills

- Constructed
- Converted
- Debugged
- Designed
- Fortified
- Overhauled
- Programmed

##### Data/Financial Skills

- Analyzed
- Assessed
- Corrected
- Forecasted
- Netted
- Prepared
- Projected

##### Management/Leadership Skills

- Controlled
- Delegated
- Developed
- Directed
- Established
- Generated
- Improved

##### Helping Skills

- Advocated
- Aided
- Clarified
- Collaborated
- Resolved
- Simplified
- Supported

Additional Action Verbs Available at:  
[www.quintcareers.com/action\\_skills.html](http://www.quintcareers.com/action_skills.html)

### Insider Tip

Practice saying your script to others until you feel comfortable with it. This script will later be customized into your job applies, telephone calls, post apply follow-ups, and post-interview thank you letters.