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SELL YOURSELF: Eight Steps to Career Survival in Turbulent Times.

Cherry Hill, NJ -- October 8, 2008 --

Six and a half million executives are in their offices updating their resumes. They want to compete for your job. Are you unhappy or worried about this? You should be.

In 2000, the Census reported 6.4 million people in the top 5% of wage earners in the country. Upwardly mobile, competitive men and women are now in the job market. You need to sell yourself to survive.

Paul Szklarski, MBA, FACHE of Sandler Training in Cherry Hill and Mays Landing, NJ offers, "Few know how sell themselves and most retreat to their offices. If you want to survive in your career, these are eight critical behaviors to be done every day:

Spin Success: What projects have you done that were great – not just good – but great? Does anyone know what you did? If not, tell them. Tell a story– your story.

Right Attitude: Feeling good about yourself? If not – fix it. You cannot do great things if your daily attitude is "at least I got dressed and came to work."

Enjoy the Mess You Made: What projects did you really botch last week? What did you learn? Employers want people who try – and if you are not messing up – you are not trying.

Flash Expertise: What are you really good at? What do people at work always come to you for help with? What does the leadership at your company know about your expertise? If you are the “go to” person for critical activities – you should have superstar status!

Loyalty Velocity: Who are you loyal to? Be loyal to your Blackberry. Having and maintaining a loyal network is critical. Your next job or client is already in your contact list. Contact list too small? Get out of your office, learn to effectively network.

Misbehaving Yourself: What are you doing today that will look great on your resume or on the Internet? Who are you calling today to maintain contact with? Are you talking to millionaires? (If not, start today.)

Nurturing Questions: Questioning skills are vital. If you can get a person to talk about themselves, their favorite topic, they will tell you how to succeed with them. The leadership of your company, key clients, prospective clients, prospective employers, everyone will find you memorable if you ask the right questions with a nurturing attitude.

Be Likeable: Likability is not being the life of the party. People like people who are like them and who like them. Quiet and reserved people like quiet and reserved. Improve your people skills by learning personality types and then match them. Develop your ability to “click” with everyone. All business is a Broadway play, so play to your audience.”

Szklarski continues, “Today, corporate leaders are looking at their workforce headcount. The quiet, hardworking, loyal to the company manager will be terminated by leadership. Why? The leaders in the company did not know him.”

The need for increased visibility for executives and professionals is second only to the need for oxygen. Start today - keep a journal of all activities. Set goals to increase visibility inside and outside the company within 45 days. You need to sell yourself to succeed.

Paul Szklarski, MBA, FACHE owns the Sandler Training franchise with offices in Southern New Jersey. His partner and daughter Stephanie and he train hundreds of executives and professionals each year. Their fast-paced, performance-based training energizes professionals concerned about stagnant incomes or worried about what they need to do to succeed. The Sandler Training “Professional Advantage” program may be the ultimate survival kit for selling yourself.

More information: Call (800) 480-7292 or Paul@Sandler.com.

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