



Job Seeker

Employment Specialist

Whether for a jobseeker selling herself to an employer or a job developer selling a jobseeker, a good strategy to use is Features to Benefits. In the left column, record the great features and assets of the person that is being presented; these can come straight from a Positive Personal profile. In the right column, list how each feature benefits the employer – and be specific! For example, a feature of a job seeker might be ‘detail oriented.’ A benefit to a manager of a retail store is that she will always neatly fold and hang all the clothes so it is easier and more pleasant for customers to shop, and they will buy more. The more you can show a person positively affects a business’ bottom line, the stronger the sell. Now you have the makings of a great Marketing Speech!

Features of Job Seeker	Benefits to the Business