

# Selling yourself American-style

*“It takes far more energy to improve  
from incompetence to mediocrity  
than it takes to improve from  
first-rate performance to excellence.”*

~Peter Drucker



# Sometimes we make it difficult

- We aren't specific enough about our strengths
- We don't connect our strengths to how they contribute
- We don't consider the problems that "keep people up at night."



# First, be specific about your strengths

## *Analytical*

*Logical, Consistency, Learner,  
Thorough, Deliberative*

*Prudent, Analytical, Serious,  
Intellection*

## *Driving*

*Achiever, Competition*

*Decisive, Command, Maximizer*

*Pragmatic, Independent, Candid,  
Significance*

## *Amiable*

*Cooperative, Harmony*

*Supportive, Empathy, Relator*

*Diplomatic, Patient, Loyal,  
Connectedness*

## *Expressive*

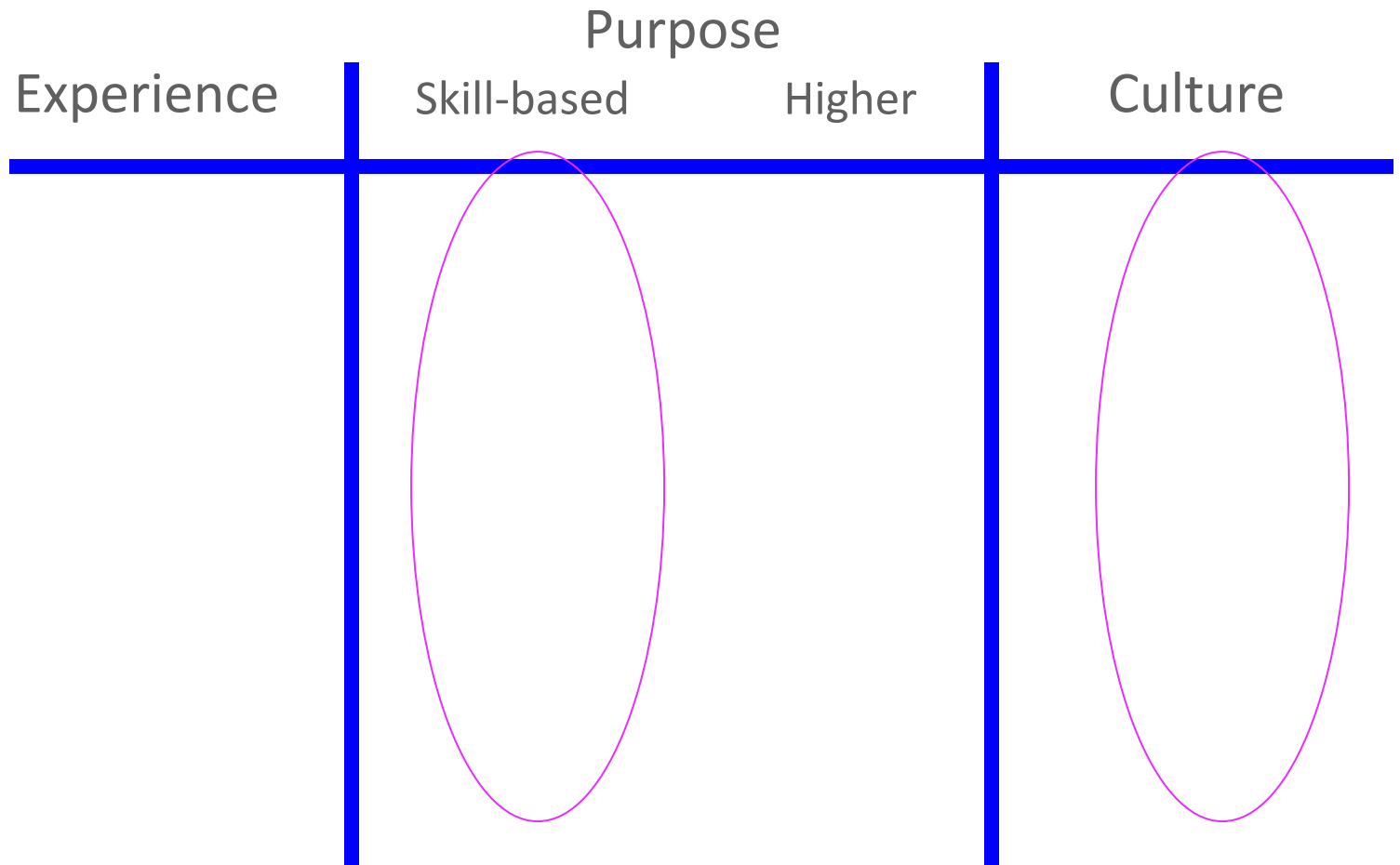
*Persuasive, Communication*

*Enthusiastic, Outgoing, Futuristic*

*Spontaneous, Includer*

*Fun-loving, WOO*

# Use your strengths for a sense of purpose



# Let inspiration fuel your brand

**Do Well  
Energize me**

**Do Well  
Don't Energize me**

**Do So-so  
Don't Energize me**

**Don't Do Well  
Deplete me**

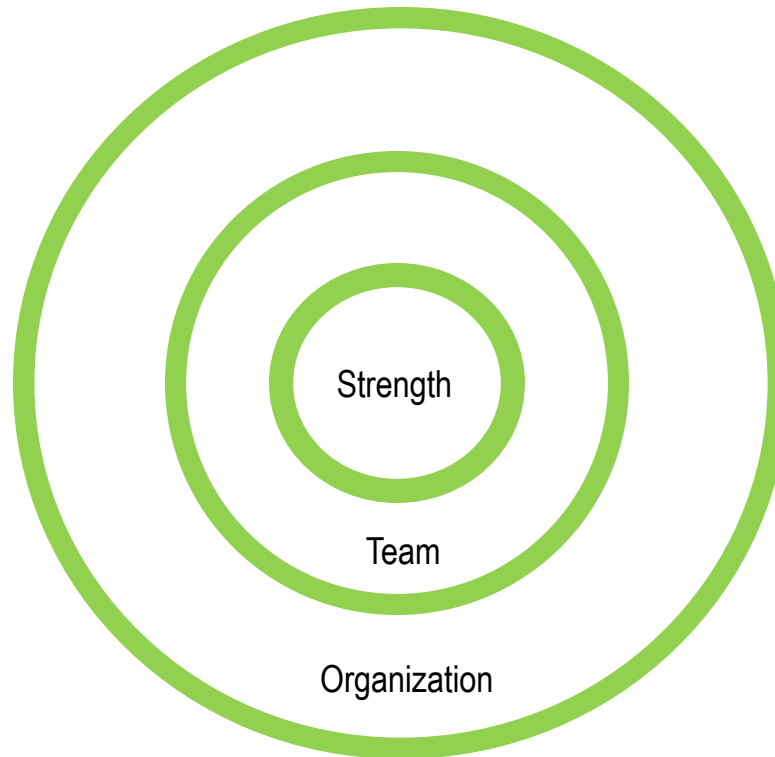
# “Own it” with self-reflection

- What were you doing?
- Who were you with?
- What motivated you?
- What did you learn?
- What role did you play?
- What was your impact?



Let strengths fuel your brand

## The Impact Bullseye



# What can you contribute?

*“Thinking about my next move, I see a couple of options. As a salesperson with strong analytical skills, I can help the organization sell complex instruments. I can also help our long-term strategy group analyze consumer trends and prepare us for major market changes.”*



# Add memorable supporting evidence

## *War story 1:*

“In 2016 I worked with our outside ad agency to design a consumer insights program that helped us retain a \$40 million client.”

## *War story 2:*

“For several years, our account managers have invited me to work on their annual business plans. They say that I understand how to help them measure what events are likely and what that might do to their clients’ businesses.”

# Tell everyone you know!

- Know your focused message
- Be in the consultant mindset
- Practice saying it



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