

## MARKETING READINESS QUIZ

### Directions

Once you have worked through each of them, complete the Self-Assessment Summary Sheet on page 19. In addition to these tools, several online self-assessment instruments are linked from the Companion Website.

Do you have a “marketing or sales personality”? Are you “market-oriented” and “sales-minded”? According to career personnel, those are the qualities you must have to get the job of your choice. What follows is not a test of your sales knowledge; rather, it is a quiz to evaluate your sales personality and your attitude toward selling in general by asking you questions about selling yourself in the job market. Be honest with yourself as you take this quiz. Go with your instincts, not with what you think the answer should be. You can’t fail this quiz; it is only meant as a guide to help you judge your sales readiness.

For each question, circle the response that best describes you. Then, use the Quiz Rating Scale at the end of the quiz to determine your score. Finally, use the Marketing Readiness Categories to determine how your score reflects your sales readiness.

1. You are planning a vacation with a friend. You want to go to Paris, and your friend wants to go on a cruise. Would you:
  - A. Talk dynamically about Paris and what you love about it?
  - B. Debate or ignore every reason he presents for going on the cruise?
  - C. Try to find out what it is about the cruise that appeals to your friend the most?
2. What is the most difficult aspect of getting a job?
  - A. Finding the right job opportunities
  - B. Asking for the job at the interview
  - C. Calling to make the appointment
3. When you picture a salesperson in your mind’s eye, do you see:
  - A. A person who is trying to help you solve a problem?
  - B. An arm-twisting, aggressive salesperson?
  - C. A smooth persuader whose main motive is to sell a product or service?
4. Your main goal at a job interview is:
  - A. To get the job
  - B. To get as much information as possible
  - C. To ask questions
5. When you solve a major problem at work, do you:
  - A. Go in and ask for a raise?
  - B. Write it down and bring it up at performance appraisal time?
  - C. Give it little notice and assume your boss is keeping an eye on all of your accomplishments?



6. You are planning to buy three pairs of expensive shoes in a small store, or three pieces of expensive electronic equipment. Do you:
  - A. Pay for them without any discussion?
  - B. Ask at the outset whether you will get a discount if you buy all three?
  - C. Say, after trying on shoes or examining the equipment for some time, "I might buy all three if you give a discount"?
7. The last time someone said no to you, did you:
  - A. Ask why she said no?
  - B. Take the no as an irrevocable decision?
  - C. Keep trying to persuade her to say yes?
8. When you are in a group of very aggressive, talkative people, do you:
  - A. Hold your own comfortably?
  - B. Sit back timidly, content to listen?
  - C. Speak up occasionally because you don't want to be left out?
9. If someone asks you to describe your best feature, do you:
  - A. Talk non-stop for hours?
  - B. Blush and not know where to start?
  - C. Briefly discuss two or three admirable traits?
10. If you hear about a job opening, do you:
  - A. Send a resumé?
  - B. Call personnel to get more information?
  - C. Try to contact the person you'd actually be working for?
11. How do you prepare for a job interview?
  - A. Role-play with friends or colleagues
  - B. Develop a list of questions to ask
  - C. Think about what you'll be asked and prepare some answers
12. When sending out a letter with your resumé to a prospective employer, do you:
  - A. Send a form letter?
  - B. Think about not sending a letter?
  - C. Write a tailored letter for each job?
13. If you call a prospective employer and he immediately says, "We're not hiring today," what do you think is the reason for that statement?
  - A. The employer took an instant dislike to you
  - B. It's not the right time
  - C. He doesn't have a good reason to talk to you

14. If you are selling computers and need customers, do you:
  - A. Call up all of your friends?
  - B. Attend a seminar on "Computer Basics for Small Business Owners"?
  - C. Open a phone book and start cold calling?
  
15. You applied for a job you really wanted and were turned down by Human Resources personnel. Do you:
  - A. Call and try to get another appointment?
  - B. Accept the decision and try another company?
  - C. Try to find out to whom you would report and make an appointment directly with that person?
  
16. Why do you think people "buy"?
  - A. Because it makes them feel good
  - B. Because their buying is based on a logical decision
  - C. Because they like the salesperson
  
17. You are going on an important interview. Do you:
  - A. Research the company?
  - B. Wing it?
  - C. Decide that you'll ask questions during the interview to learn what you need to know?
  
18. A friend gives you a referral. Do you:
  - A. Take the name and number and say, "I'll call next week"?
  - B. Take the name and number and call immediately?
  - C. Ask your friend for more information about the job and the boss?
  
19. Why is listening such an important part of the sales process?
  - A. To get important information
  - B. To find out the hidden concerns
  - C. To show that you care
  
20. What is the best way to stay in control during a sales presentation or a job interview?
  - A. Always have planned questions
  - B. Keep talking in a very persuasive manner
  - C. Answer every objection or concern raised
  
21. At the end of a job interview, do you:
  - A. Say thank you and leave?
  - B. Ask for the job?
  - C. Ask when you'll be hearing from the employer?

22. You've been searching for a job for six months and have been rejected 20 times. Do you:
- A. Get angry and take it out on friends and family?
  - B. Begin to doubt your own abilities?
  - C. Re-evaluate your interviewing skills?
23. In an interview situation, which do you view as a strong signal of acceptance?
- A. The interviewer asks, "When can you start?"
  - B. The interviewer says, "This would be your desk."
  - C. The interview goes on for a long time.
24. You receive a memo from a colleague complimenting your performance. Do you:
- A. Show it to your family, friends, and colleagues?
  - B. Acknowledge it, feel good, and stash it away?
  - C. Make copies and send it to your boss, her boss, and even the company president?
25. Who do you think gets to the top in most organizations?
- A. People who work the hardest
  - B. People who fit into the corporate culture
  - C. People who sell themselves most effectively

For each response, assign the point value indicated. Read the related discussion for each, then add up your total points.

**1. A = 3 B = 1 C = 5**

The worst way to sell anything is to ignore or argue with the other person (B). This only hurts his feelings or makes him want to cling stubbornly to his position. Talking dynamically about Paris (A) may help, but the real secret to selling is to appeal to what the other person wants or needs. By finding out what's most appealing about the cruise (C), you'll learn what the other person really wants. If he says, "There's a lot of dancing on board ship," for instance, you can counter with a list of places to go dancing in Paris.

**2. A = 3 B = 5 C = 3**

Even the most experienced salespeople sometimes have difficulty "asking for the order" (B). When you're in an interview (the ultimate sales situation), an essential sales skill is knowing how to be assertive without being aggressive. Finding job opportunities (A) is not difficult if you take advantage of research tools available in the papers and the library, and personal contacts. Calling to make the appointment (C), also an important skill, is not difficult if you use three Ps: patience, practice, and perseverance.

**3. A=5 B=0 C=1**

Your own notion of what a salesperson is determines your ability to succeed in today's job market. If you see salespeople as arm twisters (B), you won't feel very good about having to sell yourself. If you see a person who's trying to help you solve a problem (A), that's the kind of salesperson you'll be during your job hunt. Smooth persuaders (C) usually do well in this world, but they typically finish second to someone genuinely concerned with solving other people's problems.

**4. A=5 B=5 C=5**

All three of these answers are good, but one is better than the others. You want to come away with a job offer so you can decide whether or not to take the job (A). You want to get as much information as possible so you can make a smart decision about the job (B). The best answer is to go in prepared to ask questions (C) in order to accomplish A and B.

**5. A=5 B=3 C=1**

If you go right in and ask for a raise, you're sales oriented and interested in building your value (A). This is the best approach, in step with today's more assertive approach to life. Waiting for performance appraisal time is good (B), but that may be a long time off. One philosophy is that it's more important to keep yourself in the eye of the organization. You do this by letting people know when you've done something valuable. If you give it little notice (C), no one else will notice it either. If you don't sell yourself, nobody else will.

**6. A=1 B=3 C=5**

Negotiation is an important selling skill. The best time to ask for a discount is after a salesperson has invested time showing her wares (C). At that point, she'd rather give you a deal than lose the sale. You get three points for asking for a discount when you come in (B). You're on the right track, but you don't want to tip your hand at the beginning. You get one point for being successful enough to afford paying full price for the three items (A).

**7. A=5 B=1 C=3**

It's important to know why someone says no (A) if you want to get a yes the next time. It might even tell you how to change the no to a yes this time. If you keep trying to make the sale (C), you're not easily dissuaded and have enough confidence in yourself to try again. If you take every no as an irrevocable decision (B), you're not giving yourself a chance to learn what your mistake might have been.

**8. A=5 B=2 C=3**

Congratulations on holding your own (A) and feeling comfortable about it. Competition for jobs will be great, and the better your communications skills, the easier you'll find it is to sell yourself and increase your chances of getting the jobs you want. Speaking up occasionally (C) gets you three points for realizing that you should make an effort to participate. You get two points for listening

(B) because you may gain valuable information. But you have to learn to hold your own in a conversation if you're going to compete in the job market.

**9. A = 1 B = 3 C = 5**

Talking non-stop about your product (in this case, you) is not a very effective sales technique (A). Your customers will see you as pushy or unconcerned with their welfare. If you blush and don't know where to start (B), it means you're unprepared for the question. You wouldn't start selling cars without knowing anything about them, so prepare yourself for the questions your customers will most likely ask. If your answer was (C), it shows you think enough of yourself to discuss your good qualities without being obnoxious.

**10. A = 1 B = 2 C = 5**

If you emulate successful salespeople, you'll take the initiative, be more assertive, and go directly to the person who makes the final hiring decision (C). Because you've heard about the position, use your source to get your foot in the door: "Johnny Jones suggested I call." Calling Human Resources to get more information (B) is less helpful but shows you're willing to do some research. If you just send a resumé to Human Resources (A), you're not taking advantage of your inside knowledge.

**11. A = 5 B = 5 C = 5**

This is a question where all three answers are good. Doing well at job interviews takes skill, and the way to build a skill is to be prepared and practise, practise, practise.

**12. A = 2 B = 0 C = 5**

Sending a resumé with no cover letter at all (B) tells a potential employer that you have no special interest in him or his company. The sales-oriented approach is to let the employer know why he should read the resumé and call you in for an interview. You do this by sending a letter tailored specifically for him (C). Sending a form letter is almost as bad as no letter at all (A).

**13. A = 1 B = 3 C = 5**

In selling terms, you've encountered sales resistance in this situation, which occasionally occurs when the customer doesn't like the salesperson (A). But in this case, you haven't spoken long enough for the employer to dislike you (unless you were rude or obnoxious). It's possible that the employer was busy and you caught him at a bad time (B). But the most common reason for resistance is that the salesperson hasn't established the value of the product or service (C)—in other words, hasn't presented a strong enough reason for the customer to buy (or for the employer to keep talking to you). If this happens often when you call, it means you should change your approach.

**14. A = 4 B = 5 C = 1**

Calling all of your friends (A) is an excellent way to start because networking is one of the best ways to find buyers for your product. Attending a seminar for new business owners (B) shows you have strong sales sensibilities. People who



attend such seminars are “qualified” buyers; they’re definitely in the market for your product, so your chances of making a sale here are very good. Just opening the phone book (C) and making calls may bring you a few customers, but you’ll probably waste most of your time and effort. In the job search, the more qualified buyers you reach, the better your chances of getting the job you want.

**15. A = 3 B = 0 C = 5**

If you have been turned down by personnel and just accept this decision (B), you are too easily discouraged. Successful salespeople try to close the sale (get the person to buy) at least five times before they even consider giving up. Going directly to the decision maker (C) demonstrates sales smarts and persistence, both necessary and desirable qualities for the job-search process. Trying to get another appointment through personnel (A) is not as effective, but does show you’re resilient and not easily put off.

**16. A = 5 B = 1 C = 3**

Emotions play a big part in both the selling and hiring processes. People buy (or hire) for emotional reasons (A); the product fulfills a need or desire they have. That’s why, in order to sell yourself to an employer, you’ll have to show him how you’ll solve his problems or fulfill his needs. People also buy from people they like, trust, and respect (C). You can’t make someone like you, but you can show that you are a person worthy of trust and respect. Logic almost always plays a lesser role in the decision-making process (B).

**17. A = 5 B = 0 C = 3**

Although asking questions (C) is an essential part of the interview process, most people are impressed by what you already know about them. Before you go on a “sales call,” learn as much as you can about the company and the person you’re going to see (A). You’ll stand out from other applicants. If you try to wing it (B), you put yourself at a definite disadvantage—you’ll know nothing about the company or the job before sitting down with the interviewer.

**18. A = 1 B = 3 C = 5**

The best answer in this case is to ask your friend for more information before you make the call (C). You want to find out something about the person you’ll be calling (who she is, what her position is in the company, etc.), what the job is like, and why this job is open. Calling immediately (B) shows you have initiative, but you’d be better off researching the company first. If you say, “I’ll call next week” (A), you’re probably just putting it off and may lose the opportunity.

**19. A = 5 B = 5 C = 5**

All three answers are good. There’s an old saying that “Customers don’t care how much you know until they know how much you care.” In a hiring situation, the interviewer wants to know how much you care about the job and the company (C). Listening carefully also gives you important factual information (A) and may reveal the hidden concerns of the individual interviewer (B), the real reasons you will or won’t get hired.

**20. A = 5 B = 1 C = 3**

Here is an important sales maxim: "The person who asks the questions controls the conversation." Going into the interview with a series of planned questions (A) keeps you in control of the situation and makes sure you get all of the information you need to make a smart decision. What you think is talking in a persuasive manner (B) may come across as conceited and pushy. Without asking questions, you could end up talking for hours and never satisfy the employer's real concerns. Clearly, answering objections or concerns (C) is essential to a successful interview, but that doesn't give you the same control that asking questions does.

**21. A = 1 B = 5 C = 3**

It's important that you "ask for the sale" or, in this case, the job (B). Ask in a pleasant, civil way so that you don't turn people off. Saying thank you and leaving (A) is not going to help you get the job unless you're the most sought-after person in the world. Asking when you'll be hearing from the employer (C) shows a little more assertiveness and is better than just saying thanks and leaving. But more than likely you'll be told, "We have several candidates to choose from. We'll call you."

**22. A = 0 B = 1 C = 5**

The best answer here is to re-evaluate your interviewing skills (C). Twenty interviews can give you a lot of good experience in different situations that may arise. Go over your experiences and ask yourself what you did right and what can be improved. If you begin to doubt your own abilities (B), you're taking rejection too personally. A negative decision may have nothing to do with your personality. Getting angry at yourself or at anyone else (A) doesn't improve your skills or your chances at the next interview. Don't give up trying; the next interview could be the one you've been waiting for!

**23. A = 3 B = 5 C = 1**

Most people take a long interview as a sign of definite interest (C). In fact, this often signifies nothing more than a disorganized interviewer, someone who doesn't really know what he's looking for. Don't assume an hour-long interview means you're going to be hired. If, however, the interviewer starts to visualize you in the job and refers to "your" desk or "your" co-workers (B), that is a pretty good clue that there is a strong interest. "When can you start?" (A) is a possible sign of interest, but it may also indicate that the employer is in urgent need of someone and may not be able to wait until you're available.

**24. A = 3 B = 1 C = 5**

Are you secure enough to take hold of your future and make sure the right people see what others think of you? Because only the rich and famous have public relations agents, you have to assume that role for yourself. The best answer is (C). Showing the letter to your friends and colleagues (A) will make you feel better and perhaps add to your reputation but may not do much where your boss is concerned. Feeling good is always nice (B), but why pass up opportunities to increase your visibility?



### Marketing Readiness Categories

#### 25. $A = 3$ $B = 4$ $C = 5$

Although we're in the middle of the information age, we're also at the beginning of the age of marketing. Even political candidates have to "sell" themselves if they want to get elected. You must be well versed in sales and marketing skills to get ahead (C). Corporate fit is and will continue to be important (B), but work is becoming less structured in many situations. Hard workers (A) are not to be discounted, but they are not necessarily the people who get ahead. In a small or newly organized company, this may be the case, but unless other people know how hard you work, or unless you "fit in" with the rest of the team, your hard work will not always be appreciated.

#### *96–125 points*

Good for you! You've scored high in sales readiness, which means you're one step ahead of the competition already. You have a positive attitude toward selling and a personality that makes you a natural for marketing yourself!

#### *71–95 points*

You are well on your way toward the sales and marketing orientation required for success in today's market. You're thinking in the right direction, and with just a little improvement, there'll be no stopping you!

#### *46–70 points*

You're not quite at the level you should be, but you're getting there. You should be a bit more assertive and have more confidence in yourself. All it takes is a shift in attitude and a willingness to learn. You're on the right track.

#### *45 points or less*

You need to re-evaluate your attitudes and perceptions regarding sales and marketing. Doing the exercises and following the advice in this book will help improve your readiness to market yourself and increase your job-search know-how.

How well did you score as a salesperson or marketing expert? What did you learn about yourself? Are there any aspects of selling yourself that need improvement? Write your thoughts below, focusing on ways to strengthen your sales and marketing readiness.

---



---



---



---



---



---



---



---



---



---

## SELF-AWARENESS CHECKLIST

An important part of self-assessment is self-awareness. How aware are you of the ways you perceive yourself and others? How much do you know about the ways you react to situations? To determine your level of self-awareness, read the statements below and place an X in the circle that corresponds to how often you feel this way. Use this page to help you think about how you perceive yourself and how you wish to be perceived.

	Always	Often	Sometimes	Rarely	Never
I am eager to learn.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My work is exciting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm willing to listen with an open mind.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I constantly have new insights.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like taking direction from people who know something I don't.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to look at the world through the eyes of the other person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When someone is talking to me, I really listen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm honest with myself and others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I've thought about my own strengths and weaknesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm sensitive to others' needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I care for and am concerned about others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I adapt easily to the environment and situation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to take risks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the way I look physically.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the way I feel physically.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## ABILITY ASSESSMENT

In our day-to-day lives, we often don't take time to make a serious assessment of ourselves. This is critical to conducting a successful job search. In the following exercise, you will look at what you consider to be your talents and examine a variety of ability areas in an attempt to pinpoint your unique qualities.

The ability categories are defined on the following pages. Evaluate yourself on each of these according to the following scale:

- 1 = No ability at all
- 2 = Enough ability to get by with some help
- 3 = Some natural ability
- 4 = Definite, strong ability
- 5 = Outstanding ability

Try not to compare yourself with any particular reference group such as other students, other colleagues, or the general population. Just rate yourself according to your best assessment of your individual capability.

**VERBAL/PERSUASIVE**

- \_\_\_\_\_ *Writing*: express self well in writing
- \_\_\_\_\_ *Talking*: express self well in ordinary conversation
- \_\_\_\_\_ *Speaking*: deliver a speech, address an audience
- \_\_\_\_\_ *Persuading*: convince others of your view
- \_\_\_\_\_ *Selling*: convince others to purchase a product or service
- \_\_\_\_\_ *Negotiating*: bargain or assist in the bargaining process

**SOCIAL**

- \_\_\_\_\_ *Social ease*: relax and enjoy social situations such as parties or receptions
- \_\_\_\_\_ *Appearance*: dress appropriately and presentably for a variety of interpersonal or group occasions
- \_\_\_\_\_ *Self-esteem*: maintain a positive view of self, including accepting negative feedback or criticism
- \_\_\_\_\_ *Dealing with public*: continually relate to a broad cross section of people who need information, service, or help

**TECHNICAL**

- \_\_\_\_\_ *Computational speed*: manipulate numerical data rapidly and accurately without using any mechanical device
- \_\_\_\_\_ *Working with data*: comfortably work with large amounts of data; compile, interpret, and present such data
- \_\_\_\_\_ *Computer use*: use computers to solve problems, knowledge of programming, and familiarity with various computer capabilities

**INVESTIGATIVE**

- \_\_\_\_\_ *Scientific curiosity*: comfortable with scientific method of inquiry, knowledge of scientific phenomena
- \_\_\_\_\_ *Research*: gather information in a systematic way for a certain field of knowledge

**CREATIVE**

- \_\_\_\_\_ *Artistic*: sensitivity to aesthetics, create works of art
- \_\_\_\_\_ *Use imagination*: create new ideas or forms with various physical objects
- \_\_\_\_\_ *Use imagination*: create new ideas by merging abstract ideas in new ways

**WORKING WITH OTHERS**

- \_\_\_\_\_ *Supervisory*: oversee, direct, and manage work of others
- \_\_\_\_\_ *Teaching*: help others learn how to do something or to understand something, provide insight

- \_\_\_\_\_ *Coaching*: instruct or train for improvement of performance
- \_\_\_\_\_ *Counselling*: develop helping relationship with another individual

**MANAGERIAL**

- \_\_\_\_\_ *Organization and planning*: develop a program, project, or set of ideas with systematic preparation and arrangement of tasks; coordinate people and resources as well
- \_\_\_\_\_ *Orderliness*: arrange items in a regular fashion so that information is readily retrieved and used
- \_\_\_\_\_ *Handling details*: work with a variety or volume of information without losing track
- \_\_\_\_\_ *Making decisions*: comfortably make judgments or reach conclusions about matters that require action; accept responsibility for the consequences of such actions

Now that you have reflected on your abilities, decide which ones you believe represent your most prominent strengths. Refer to those areas that have 4s and 5s. Now, choose which are your most outstanding and noteworthy abilities and list them below. Remember these as you continue to focus on the personal abilities and skills you have to offer an employer.

---



---



---

**TRANSFERABLE SKILLS CHECKLIST**

Transferable skills are those general competencies that you have developed from previous jobs, volunteer work, or life experiences. These competencies are very valuable when marketing yourself to employers—especially if you are a recent college graduate with little direct business or industry experience. These skills, gained in other settings, will be transferred into the new position you seek. Review the list of transferable skills that follows and check the ones you feel you have. Keep these transferable skills in mind because you will use a similar checklist when resumé preparation is discussed later. Use the two checklists to help you write a resumé that will promote your worth to a potential employer.

- |                                      |                              |
|--------------------------------------|------------------------------|
| ___ Advise people                    | ___ Check for accuracy       |
| ___ Analyze data                     | ___ Coach                    |
| ___ Anticipate problems              | ___ Collect money            |
| ___ Arrange functions                | ___ Communicate (in writing) |
| ___ Assemble things                  | ___ Communicate (verbally)   |
| ___ Audit records                    | ___ Construct                |
| ___ Budget money                     | ___ Consult with others      |
| ___ Buy products or services         | ___ Coordinate activities    |
| ___ Calculate and manipulate numbers | ___ Cope with deadlines      |

(Continued)

- |   |  |
|---|--|
| <input type="checkbox"/> Correspond                 | <input type="checkbox"/> Learn quickly                   |
| <input type="checkbox"/> Create                     | <input type="checkbox"/> Listen                          |
| <input type="checkbox"/> Delegate                   | <input type="checkbox"/> Make decisions                  |
| <input type="checkbox"/> Demonstrate                | <input type="checkbox"/> Make policy                     |
| <input type="checkbox"/> Demonstrate responsibility | <input type="checkbox"/> Manage a business               |
| <input type="checkbox"/> Design                     | <input type="checkbox"/> Manage people                   |
| <input type="checkbox"/> Develop                    | <input type="checkbox"/> Mediate problems                |
| <input type="checkbox"/> Direct others              | <input type="checkbox"/> Meet deadlines                  |
| <input type="checkbox"/> Do precise work            | <input type="checkbox"/> Meet goals                      |
| <input type="checkbox"/> Drive a vehicle            | <input type="checkbox"/> Meet the public                 |
| <input type="checkbox"/> Edit                       | <input type="checkbox"/> Memorize information            |
| <input type="checkbox"/> Encourage                  | <input type="checkbox"/> Mentor others                   |
| <input type="checkbox"/> Endure long hours          | <input type="checkbox"/> Negotiate                       |
| <input type="checkbox"/> Enforce                    | <input type="checkbox"/> Nurture                         |
| <input type="checkbox"/> Evaluate                   | <input type="checkbox"/> Observe                         |
| <input type="checkbox"/> Examine                    | <input type="checkbox"/> Organize                        |
| <input type="checkbox"/> File records               | <input type="checkbox"/> Pay attention to detail         |
| <input type="checkbox"/> Find information           | <input type="checkbox"/> Perceive needs                  |
| <input type="checkbox"/> Follow directions          | <input type="checkbox"/> Perform customer service        |
| <input type="checkbox"/> Follow through             | <input type="checkbox"/> Perform public relations duties |
| <input type="checkbox"/> Handle complaints          | <input type="checkbox"/> Persuade others                 |
| <input type="checkbox"/> Handle equipment           | <input type="checkbox"/> Plan                            |
| <input type="checkbox"/> Handle money               | <input type="checkbox"/> Program                         |
| <input type="checkbox"/> Help people                | <input type="checkbox"/> Protect property                |
| <input type="checkbox"/> Implement                  | <input type="checkbox"/> Raise money                     |
| <input type="checkbox"/> Improve                    | <input type="checkbox"/> Research                        |
| <input type="checkbox"/> Install                    | <input type="checkbox"/> Sell                            |
| <input type="checkbox"/> Interpret data             | <input type="checkbox"/> Set goals                       |
| <input type="checkbox"/> Interview people           | <input type="checkbox"/> Solve problems                  |
| <input type="checkbox"/> Investigate                | <input type="checkbox"/> Write reports                   |
| <input type="checkbox"/> Lead people                |  |

## WORK ENVIRONMENT AND LIFE PREFERENCES

When making a career decision, it is important to look at work environment and life preferences. If you identify areas that are important to you, this can guide you to a position with which you will be satisfied.

The following inventory lists work environment and life preferences. Reflect on what is really important to you in these areas and indicate your preferences.

Place an X in the circle that reflects the degree of importance for that item. If you strongly prefer to be self-employed, for question #1, put your X over the 2 on the left. If you are neutral about whether you work alone or with people, place your mark for question #2 over the zero. If you have a strong preference for a structured environment, place your mark for question #3 over the 2 on the right.

	2	1	0	1	2	
1. Self-employed	(2)	(1)	(0)	(1)	(2)	Work in a company
2. Work with others	(2)	(1)	(0)	(1)	(2)	Work alone
3. Creative environment	(2)	(1)	(0)	(1)	(2)	Structured environment
4. No supervision	(2)	(1)	(0)	(1)	(2)	Close supervision
5. Extended work hours	(2)	(1)	(0)	(1)	(2)	Standard eight-hour day
6. Similar duties daily	(2)	(1)	(0)	(1)	(2)	Variety of duties
7. Structured work	(2)	(1)	(0)	(1)	(2)	Creative work
8. Flexible hours	(2)	(1)	(0)	(1)	(2)	Regular hours
9. Overtime desired	(2)	(1)	(0)	(1)	(2)	No overtime work
10. Security	(2)	(1)	(0)	(1)	(2)	Challenge, risk
11. Slow pace, little pressure	(2)	(1)	(0)	(1)	(2)	Fast pace, high pressure
12. Little, no travel	(2)	(1)	(0)	(1)	(2)	Frequent travel
13. Opportunity for relocation	(2)	(1)	(0)	(1)	(2)	No relocation
14. Small business	(2)	(1)	(0)	(1)	(2)	Large business
15. Live in rural area	(2)	(1)	(0)	(1)	(2)	Live in urban area
16. Desire culture/ community	(2)	(1)	(0)	(1)	(2)	Little need for culture/community
17. Spend money	(2)	(1)	(0)	(1)	(2)	Save money
18. Material things matter	(2)	(1)	(0)	(1)	(2)	Material things don't matter
19. Live close to family members	(2)	(1)	(0)	(1)	(2)	Live anywhere
20. Marry/children	(2)	(1)	(0)	(1)	(2)	Single life

**SELF-ASSESSMENT SUMMARY SHEET**

Now, let's take a look at how you did with your self-assessment work.

1. What was your score on the Marketing Readiness Quiz? Based on this sales ability score, will you have to make adjustments in the way you approach marketing yourself for a job?

---



---



---

2. Now that you have completed the Ability Assessment, in what ability area(s) are you strongest? How can you use this knowledge to market yourself in your chosen career? What ability area(s) are your weakest? How can you work at improving these?

---

---

---

3. Using the results of the Transferable Skills Checklist, what are the top three transferable skills you possess? How might you showcase these on your resumé or during an interview?

---

---

---

4. What work environment and life preferences are most important to you? In what ways might these preferences affect your career decision making?

---

---

---

## SELF-PROMOTION

All of the self-assessment in the world won't help you achieve your career goals unless you know how to promote yourself. The tighter the job market, the greater the need to market! Later chapters will help you prepare the marketing tools necessary for a successful marketing campaign, but for now let's take a look at some other aspects of selling yourself.

When you were young, you may have been taught by your parents not to boast or brag about yourself because it wasn't appropriate or polite. So, somewhere deep in your psyche, you may feel that you shouldn't toot your own horn. Or maybe you think that your actions speak for you. This may be true for people who know you and like you and your work, but what about those who don't know you? What about those whom you are trying to convince to give you a job? How are these individuals going to learn what you are capable of doing unless you tell them?

Self-promotion is essential if you wish to secure the job you want, and if you wish to advance in that job in the future. You must get past any thoughts you have about not talking or bragging about yourself. Indeed, that's basically what a job search is all about: bragging about yourself! But it is bragging with facts to back up what you say. As indicated earlier, throughout this book the MY Focus feature (MY Focus = marketing yourself focus) will highlight ways to market yourself. To implement MY Focus, read the advice in the box on page 22.

Just what is it that employers are looking for? Of course, they want you to be qualified for the positions they have open. Your basic qualifications are probably your diploma or degree, additional training, and work experience. But what other skills or traits do employers seek? The list of skills in the box