

## Market Me!

What sets you apart from your competition? Are you making yourself more desirable than your counterparts? Is your phone ringing off the hook with new leads, existing customers looking for additional products and services from you, and your company asking for your advice concerning projects, merchandising, & growth? Market Me is about taking a look at you individually and determining if:

- 1.) You're putting forth the efforts that make you more attractive vs. your competition.
- 2.) Have you upgraded your knowledge of the field you work in?
- 3.) Are you confident in "you" and your product?

All of us have certain flaws and challenges that we are aware of but if you focus on what you can improve you certainly will come across more marketable in life.

I recently attended a coaching seminar in Pittsburgh put on by Action Coach®. Very basic training that re-emphasized what Kim and I have been talking about for many years. You control your life and environment. You make decisions everyday that result in how things happen in your life. Good or bad, you can pretty much look at what happens in your life and figure out why it happened and when it started to turn in the direction of the final result. In one of the trainings, they mentioned that when interviewing a new staff member for your business invite the potential candidate to go to lunch with you. Ask them if they can drive. You'd be amazed that how one's car interior appears is a pretty accurate judge of their organizational character. So, if you are looking for someone that is extremely organized and their car has no room for you because of clutter, they may not be the right candidate for your needs. Think about it; a \$10 lunch might save you thousands of dollars in hiring and training costs, if you had chosen someone that did not meet your expectation. This does not mean that all folks with cluttered cars have bad character flaws. Most people that come to an interview try to appear their best, so take it one step further and see if their appearance reflects their character throughout their life, including their vehicle. If you are the interviewee, the sales person, or just going on your first date, make sure you market yourself and by cleaning and organizing your vehicle or home.

Currently Kim and I have our home up for sale. *Please let us know if you are interested.* We decided to downsize our property needs because we've realized that size does matter. It's much harder to manage a large property when work demands you travel so much. We decided to look at the competitive houses in the market place and the low volume of prospects, to understand better what separates our product. Choosing to sell our home has become an intense effort for Kim and me. Painting walls, improving and painting our basement, mulching beds, dog kennel improvements, and many other items. My point is that for us to make our product more marketable, we've spent \$'s, hoping that in the end our product will sell. It is not an "as is" program. If we take that approach, then we may only get average \$'s or no interest in our product during this current real estate market.

*Again, if you are interested in our property, please let us know!*

Kim had been involved in a company downsizing in May. Years ago Kim would have taken this personal. But watching her develop into a very positive and confident person, she didn't miss a beat. Confident that her company would keep her on the team, she didn't have to apply for too many jobs in the marketplace. The interesting results due to her confidence and continuing growth in her knowledge of Training & Development, she had offers of employment from most of the companies she reached out too. Why? She has made herself a marketable person that makes her more in demand than her competition. She's extremely dependable, her efforts are above and beyond the customers' expectations, and she's confident in delivering these customers the best product to make their companies better. Her company retained her services while offering more opportunity within.

These are just a few examples of how you market something to appear more attractive to the buyer. Funny thing is that as you improve and practice making yourself more marketable, the result is that you become more marketable. Are you setting yourself up for success by making yourself more marketable? If you were to lose your job tomorrow because of no fault of your own, do you know if you can find a new position in 2 to 4 weeks? Are you the person people look to for solutions or for complaints or jokes? You see, if you want to be the best, you need to act like it, practice it, and sell it!

Great Selling!

Mike Popella