

## Apply what you know: Job search strategies for salespeople

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There's an old saying, "The cobbler's children have no shoes." Fast forward to today, and that translates to Bill Gates' family not owning a computer, or Peyton Manning not owning a football. Sometimes during a job search, people are so focused on their profession that they lose sight of their skills. Sales people seem consistently guilty of forgetting how to do what they do best.

Sales people learn early to identify leads, make contact with decision makers and then convince them that this product exceeds all others in meeting the buyer's need. And yet, sales people change positions frequently and often have a terrible time finding new work when they need it. What more is a job search than a sales project?

Identify leads: make a list of companies who sell the product you are used to selling, who compete against your current or former employer, or who are located near where you live. Put a copy of the list on your refrigerator, bathroom mirror and/or dash of your car. Keep a copy near your computer, too, so you can refer to it throughout the day.

Your goal is not to find a job; your goal is to make contacts. Identify the people you know who work at these target companies. Meet them. Over the holidays, let people you meet know you've always wondered about ABC company and wish you knew people who worked there. Eventually someone will know someone from that company, and you will be on your way to future introductions.

Sales professionals know how to sell products. This time, the product is You. Prove your sales ability. Apply the skills you already have, make new contacts, and close the sale.

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