

The Five Rules of the Sales Mindset

When a sales metaphor is applied to job searching, a “Sales Mindset” is created. This Sales Mindset directs how you are supposed to think and behave in your job searching. Following the Sales Mindset means following 5 rules:

Rule #1

Job seekers must become like salespeople.

Rule #2

Job seekers should package themselves as products.

Rule #3

The employer decides who to buy (hire) – it is your job to convince them to buy (hire) you.

Rule #4

You must compete with other job seekers to come out on top.

Rule #5

The secret to success is market, market, market.