

Selling Your Value on the Job: How to Be a Winner

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Have you ever felt stalled in your job? Perhaps you have been working at your company for a few years, getting good feedback and decent annual reviews...but you're not getting ahead. You and your manager have talked about your taking on more responsibilities and helping to implement organizational strategy. The first year you heard this, you were excited. During year two, you wondered if this will be the year. You thought: "Why doesn't anyone see my worth and my potential for the organization?"

But waiting for management to take action will get you nowhere. You need to stop the BMW routine (bellyaching, moaning and whining) and learn how to sell your value. Do you shrink from the suggestion that you have to sell anything—especially yourself?

Here's a little secret to help you get over it: You have been selling most of your life! In your childhood, you tried to sell your parents on a type of cereal or toy you wanted, and this kind of negotiation probably continues to this day in your daily relationships. So have an open mind about the selling process we will cover here, and win at selling your value.

First, let's discuss the definition of a sale. According to Zig Ziglar, a famous sales trainer, a sale is "the transference of feeling." This means that selling is something much more subtle than coaxing someone to buy something. In fact, selling is based on passion. Hence, if don't have a passion for what you do and the service that you offer, then you will have difficulty in helping people to buy what you are selling; in this instance, your worth and potential.

The Selling Process on the Job

By following the steps outlined below, you will be able to develop and maintain relationships with decision-makers and others throughout your organization, expanding your network

and opportunities for increased responsibilities—and that is the basis for selling.

Step 1: Introduction: No one wants to buy anything from a grump. From the outset, maintain eye contact with people and be a pleasant person to be around. Colleagues don't feel comfortable around someone who seldom smiles. You want your buyers to smile—and you can be the initiator.

Step 2: Gaining Favorable Attention: At The Five O'Clock Club, we talk about using the Eight-Word Message. Don't waste opportunities to make points with bosses and other superiors. If you're asked on the elevator, "How's it going today?" chatting about the weather doesn't give you much of a boost. But replying, "Everything is terrific, now that we've wrapped up the widget project," makes the point that you were involved in the widget project. Occasionally your Two-Minute Pitch may also be appropriate. It needs to be powerful and concise. You can build rapport in this stage, and gain favorable attention.

Step 3: Discover Wants and Needs

There is a time to eliminate the use of words "I", "me" or "mine." Dig deeply into the issues facing the organization, management, etc. Focus on open-ended questions. Good questions begin with who, what, where, when and why. The best techniques for navigating include:

- 1) Listen 80 percent of the time and talk 20 percent of the time.
- 2) Refrain from evaluating or judging the information being shared.
- 3) Be alert to the behavior of colleagues. Their verbal as well as non-verbal behavior can guide you.
- 4) Resist the urge to talk too soon about solutions. This comes later.

Your goals during the discovery process are to:

- gain complete understanding of the situations at hand;

- help your colleagues see how you can help them;
- stimulate their interest in working with you; and
- reinforce rapport and credibility.

Step 4: Presenting Benefits and

Consequences: Here you can talk about your capabilities and how you can help the organization. Make sure you demonstrate the following points:

- You have a thorough understanding of the situation.
- The objectives that you can help them to achieve and your approach to achieving them.
- The measurable outcomes to demonstrate a return on their investment (you).

Your goal is to help your boss—and other superiors—make a positive decision to use your skills, and thereby expand your responsibilities and exposure within the organization.

Step 5: Getting Commitment: If you navigate the selling process correctly at each step, you will receive verbal and non-verbal permission to proceed to the next step. Getting commitment is a natural progression from the previous step.

Step 6: Follow Up/Execution: Be sure you understand your role in executing the tasks that were decided on and that **management understands the results you are delivering.** Become indispensable and create more opportunities for your own personal and professional growth.

So, selling is a matter of following a few basic steps that can come naturally to anyone. Take the initiative. Don't wait around, wondering why promotions and raises haven't been happening. As we are fond of saying at The Five O'Clock Club about job search: "The ball is always in your court!" ●