



The Three Pronged Attack to get that interview

What is the three pronged attack?



We are talking about trying to get that all important interview.

We have three pieces of attack that we need to use to secure the interview. These are the pieces that are the hard pieces that are at your disposal and how you should use them.

Obviously there is another one and that is **YOU**. You however, are the driving force that puts the other three into play.

Other ways could be – Promotion, connecting with someone, someone likes what they see, a recommendation. Generally though the three prongs or individual prongs will come into play.

The interviewer is looking for what you can bring them and whether you are a good fit.

You need to be ready for this when they come looking.

So, what are they?

The first thing that the person will see



You find a job that you want apply for.

The first prong is your **CV**.

In writing this, we have to assume that you have done the following:

- 1) Have a CV that flows by telling them who you are, what you do and what you want – Your Profile.
- 2) Have a CV that tells the person the Transferable Skills that you can bring.
- 3) Have a CV that shows, using your transferable skills, what you have achieved in your career.
- 4) Updated your CV by taking the keywords from the job description and put them into your CV.
- 5) Your CV is a plain text CV, as any online application we have to assume there may be an ATS system sitting behind. We don't know for certain so best to exercise caution. The last thing we want is to send a CV that doesn't match and gets thrown out.

So your CV gets past the filtering AI and lands on the desk of the employer. What next?

The employer sees your CV and looks at you for probably 10-15 seconds. Sees who you are, what you do, what you want and likes the fact that you can bring the skills they want and the achievements you've made using them.

What happens next?

Where do they go next?

They go to your second prong of attack and that is your **LinkedIn Profile**.

What are they looking for?

- 1) They want to know what you look like?
- 2) They want to know what you can do for them?
- 3) They want to know things you say and post.
- 4) They want to look at what people say about you.

Imagine they liked your CV and then go to your LinkedIn profile and it's just a copy and paste of your CV. They will be disappointed and you may not go any further.

In your About section, you want to resonate with the reader. You are the expert in the roles you do. Write about something that caused a problem in your work, tell them what you did and the result that occurred.

If you hit the mark and they go “xxxxx is the person for me, I have that problem and they can fix it” then you are starting to become more desirable.

What do they look at next?



What's the last prong of attack?



This prong may come into play before your CV, after your CV or even sometimes after your LinkedIn Profile and that is a **Cover Letter**.

If you write the usual same old cover letter as everyone else then you will NOT stand out.

“I would like to take this opportunity to apply for the position of x as advertised on Indeed”



How disappointing!!!

If however you have researched the company properly by looking on social media, news platforms, websites then you should tap in to the company, it's values, propositions, articles.

If they have done something that resonates with you then tell them, tell them how it resonates with you, tell them how you believe in their values for example and tell them what you did to demonstrate this.

You want to work for the company because they fit what you do, what you can bring and above all what you also believe in.

Bring all the prongs together



So how do the three prongs help?

Your **CV** shows that you have transferable skills that create your achievements and it demonstrates this to me. Whilst you can't bring those achievements with you as they belong elsewhere, you can bring your transferable skills with you and make new achievements with me. ✓

Your **LinkedIn profile** resonates with me because not only can you bring me transferable skills but you can also solve problems from my industry that I have. The comments you make, the posts you do are really interesting and thought provoking and they demonstrate to me that you are an expert in your field. ✓

Your **Cover Letter** shows to me that the values you share are the same values that the company have. You demonstrated to me that you would be a great fit. ✓

Suddenly, you are a highly desirable candidate that stand outs from the normal run of the mill candidate I'm used to getting.

You have skills I want, solve problems I have and share the company values. ✓✓✓

Let's get you in for an interview! ✓




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www.solstaruk.com

solstaruk@gmail.com or stephen.cox@solstaruk.com