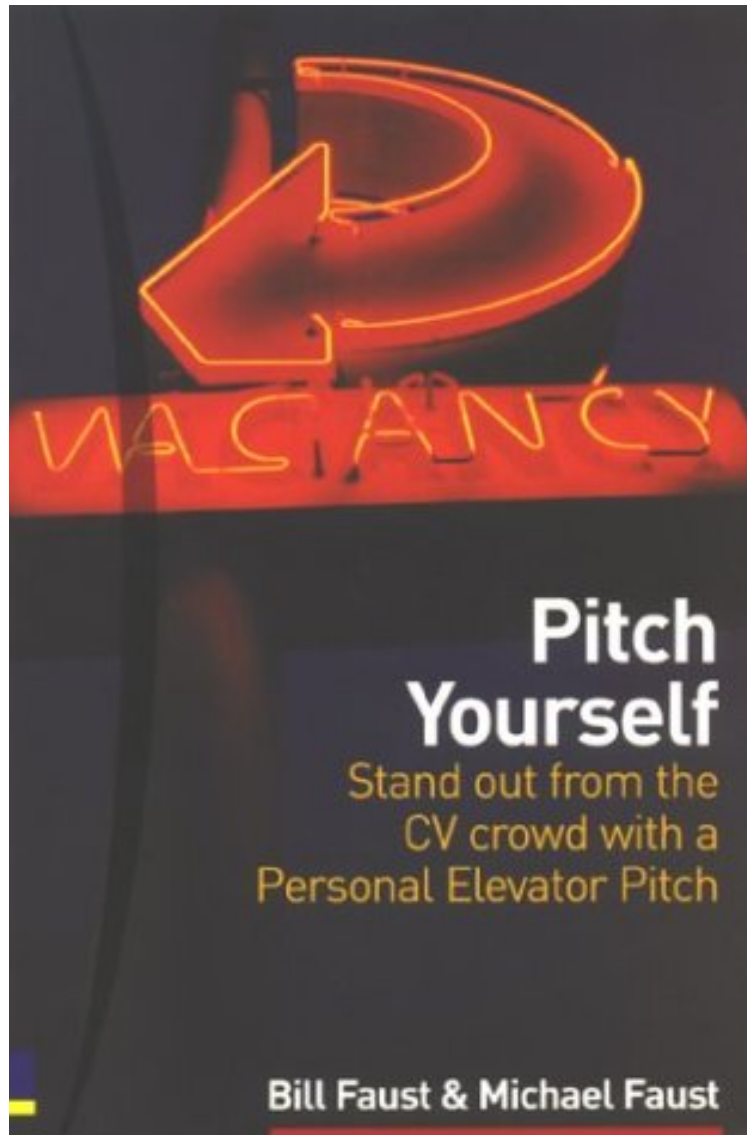


[Read free] Pitch Yourself: Standout from the Cv Crowd With a Personal Elevator Pitch

Pitch Yourself: Standout from the Cv Crowd With a Personal Elevator Pitch

Bill Faust, Michael Faust

*ePub | *DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#6874244 in Books 2002-12Ingredients: Example IngredientsOriginal language:EnglishPDF # 1 9.00 x 6.00 x .50l, #File Name: 027366171X154 pages | File size: 60.Mb

Bill Faust, Michael Faust : Pitch Yourself: Standout from the Cv Crowd With a Personal Elevator Pitch before purchasing it in order to gage whether or not it would be worth my time, and all praised Pitch Yourself: Standout from the Cv Crowd With a Personal Elevator Pitch:

2 of 3 people found the following review helpful. Refreshingly DifferentBy A CustomerThis is an exciting and

interesting alternative that challenges the traditional CV, which let's face it, has remained unchanged since it was first used. The Faust brothers provide an easy to follow yet powerful marketing tool that provides relevance and applicability in this competency based model. It is as relevant to the new graduate with no formal work experience as to the seasoned business person who is looking for a career change. It will also aid the HR staff who find the traditional CV format cumbersome and often ineffective in helping select the right individuals for interview. Refreshingly Different!

Pitch Yourself explains how the Elevator Pitch replaces the CV. The CV looks backwards to what you did and where you did it. The Elevator Pitch looks to the future by demonstrating who you are and how you work. You map out your future ability, competencies and performance. It transforms the way you sell yourself as the perspective is realigned from the seller to the buyer. It improves the recruitment process for both candidate and employer by answering the employer's crucial question. "What does this person offer me?" Be more effective at selling yourself. Show your real personality. Jump to the top of the pile.

I thought it was fab!! It was an easy read (it took me 90 minutes on a train journey) and made a lot of sense." "Ruth Lawton, Head of Careers, UCE in Birmingham" "A straightforward, clear and concise read. Not only do you gain a true insight into your capabilities, but also you gain an effective format that will work for both you and your potential employer." "Evening Standard" "The Fausts are right to suggest the traditional CV has become an arcane document..." "Richard Donkin", Financial Times " "The War for Talent is here to stay. In their search for the best people, recruiters will need to work harder. The Elevator Pitch will make it easier for them. Its clarity and focus will propel the best-suited candidates, straight to interview... Why not give yourself this unfair advantage?" "Iain Herbertson CEO of Manpower Plc " "I hope it becomes industry standard" "Jack Gratton, Founder CEO of Major Players, the UK's leading marketing and services recruitment agency " "Clear, concise and compelling - "Pitch Yourself" drags the traditional CV kicking and screaming into the 21st century. It's essential reading." "Rob Grimsey, Director, Harvey Nash Recruitment / FirstPersonGlobal " "Ever felt frustrated by your CV's inability to sell the real you? Worry no more. The Elevator Pitch can really transform the way you're seen by prospective employers. Do yours now, before everyone else cottons on." "Tom Vick, Jt MD of dfgw, One of London's leading independent communications agencies." "To gain a true insight into your capabilities and secure your ideal job, read this book." "Juliet Blackburn, Head of Digital, AAR - the agency selection service" "I wish other candidates would use an Elevator Pitch" "Ivor Yeshin, Head of HR for T-Mobile New Business, a subsidiary of Deutsche Telekom" "The book called Pitch Yourself, has reached the top 100 of the sales chart compiled by ..." "The Argus "(Brighton) "When one is bright and talented, there is a tendency to assume that one's ability to make a contribution to an organization will be 'magically' understood. Such candidates, in a sense, want to be 'discovered'. The reality is that ALL candidates need to engage in 'selling' their product (transferable skills and competencies) to their target market (preferred employers). Pitch Yourself shows one how to accomplish this via written communications and one's 'elevator pitch'." Ken Keeley, Ph.D., Executive Director, Career Opportunities Center, Carnegie Mellon University, Tepper School of Business USA About the Author Bill Faust has 14 years' experience in delivering high-level integrated, marketing campaigns, for a range of blue chip companies including GE Capital, Campbell's, News Ltd, Bayard Presse and BT. This has taken Bill across the world from London, Paris, Istanbul to Sydney. And back. Michael Faust is the Managing Director of Travelcare, the UK's largest independent travel agency . Prior to this he has held influential positions as the European Marketing Director of LetsBuyIt.com as well as a number of strategic consultancy roles across the European dotcom market. Over the last fifteen years Michael has worked in both advertising agencies and client companies from Saatchi Saatchi to Dell.