

Tips for Setting Yourself Apart in the Job Search/Interviewing Process

What are some simple things you can do to differentiate yourself from other job candidates during the job search/interview process?

- After your initial interview, always immediately send a personal, well-written, succinct thank-you note (on Cranes or similar stationery) to each person who interviewed you—take this opportunity to clarify a point or promote a quality!
- Use your cover letter as another opportunity to "sell" your experience; don't just follow a standard format. Take this opportunity to speak to the employer's needs and highlight recent accomplishments.
- Attach a well-written, glowing recommendation letter (on company letterhead) from a former supervisor or peer when you send in your resume or thank-you note. Use your judgment; sometimes this tactic is not appropriate.
- Develop highly-memorable, well-rehearsed "personal success stories" to share during an interview which sell your experience and unique talents and leave a mark on the employer's mind.
- During an interview, illustrate that you've done your homework on XYZ company by referencing a recent article or trend you've read about the industry or field in which you are interviewing.
- "Prime" your references with highlights of your accomplishments and recent copies of your resume so they're prepared to rave about your qualifications and skills when contacted by your potential employer.