



THE PROTIS
PROFESSIONAL DEVELOPMENT
WORKSHOP SERIES

PRESENTS

CREATING BENEFIT STATEMENTS

**"It is not the strongest of the species that survives, nor the most intelligent, but rather the most responsive to change."
--Charles Darwin**

LEARNING OBJECTIVE

After completing this training module the learner will be able to develop clear, concise benefit statements that will help them differentiate themselves from other professionals, and sell their attributes to potential employers. Criteria:

- ?? The learner will use accomplishments to give proof that the benefit truly exists.
- ?? The learner will use descriptive adjectives to help paint a visual picture of who they are in the minds of the listener.
- ?? The learner will use action words to help demonstrate that they can get things done.
- ?? The learner will pick out features, and skill sets about themselves that they know the will interest the employer the most.

INSTRUCTIONS

- ?? Read "Benefits Sell" included in this module.
- ?? Use the F.A.B. worksheet to help you prepare your benefit statements
- ?? Use the "Quick Check" comparison key to compare your statements to the examples given.

You are welcome to print the entire module presented in this PDF file. However, to save paper, you may want to only print the F.A.B. worksheet and review the rest of the module electronically.

Here are a few action words and adjectives that may get your creative writing juices flowing.

- | | | |
|-----------------|--------------------|--------------------|
| ?? Accomplished | ?? Poised | ?? Record decrease |
| ?? Directed | ?? Enhanced | ?? Drove sales |
| ?? Created | ?? Demonstrated | ?? Self-directed |
| ?? Developed | ?? Record increase | ?? Self-starter |

Benefits Sell

The idea that in sales, the sales professional must show the buyer how a product or a service will be of value to them or the product or service will not be sold, is not a great revelation!

However, when it comes to professionals presenting their backgrounds to employers, it is very easy for many to forget that they are a tangible product and service. They can be seen, and their skills and attributes that make up their professional capabilities are services that a company or employer will in some way get value – they will make them bigger, faster, stronger than their competition.

When making a career change you will have to interview. Whether your interview is for a promotion internally, or with a new company for a new opportunity, your interview is your sales call and you must be prepared to show the buyer (the interviewer) what you can do for them – what value will they get from you!

The process of developing your benefit statements is not complex. Start by figuring out what the most important things that an employer will need from you in a given position. Will they need your leadership, your ability to penetrate new markets, or perhaps it is your keen sense of coming up with creative ways to control costs. The list you develop should be exhaustive. Once you have a list you are comfortable with, make a short list of the top 7 to 10.

If you are preparing for an internal promotion interview – work with your human resource team to gather the information you may need. You may want to contact a member of the Senior Management team in that department as well. It would also be encouraged to – if possible – work with your current management team.

If you are preparing for an external interview – work with your professional recruiter. If you are not working with a recruiter – try calling the person who will be conducting the interview. Tell them that it is your goal to make sure that you provide as much information on yourself as possible, and you want to help them make the best hiring decision possible on you.

Once you have your short list of things that you will need to highlight about yourself you are ready to start developing clear, concise, benefit statements.

List the benefits you will need to demonstrate that you have first. Next list the accomplishment(s) that prove you truly can provide and have provided the benefit in the past. The best predictor of future behavior is past behavior. Be sure to quantify your accomplishments if possible. For example – I grew sales by 50% sounds better than I grew sales. Finally, list the features about you that make the benefit possible.

Look at the example on the next page.

<u>Benefit</u>	<u>Accomplishment</u>	<u>Feature</u>
I will make the plant more profitable by implementing a program that gets the team excited about coming up with creative ways to control costs or spend company money more efficiently.	In my last position, I moved the sanitary latex gloves closer to the processing line – We calculated that 30 minutes (at a minimum) of an employee’s work time was spent getting new sets of gloves, before each shift, and after breaks and lunch. This idea saved my company \$150,000 a quarter in payroll that was not being used to do anything productive for the company.	I have the ability to think creatively. I have a passion for trying to find new ways of doing things.

Once you have enough statements that will help the employer see how you will bring value to the position, you can then pick and choose which ones you think are the best for a cover letter, resume, or are best left for a discussion during an interview. You may find that there are two or three benefit statements that are strong enough for all three.

On a final note, it is worth mentioning that the most common mistake made when professionals are asked to describe themselves is that they feel that an impressive feature says it all. For example, it is impressive if you graduated in the top 2% of your class at Harvard, but notice that it does not differentiate you from someone who graduated from the top 2% of their class from Oxford. The point is, not to say that education is not important, but to keep in mind it is the value that you bring to the table that makes you special. In this example, we should be thinking about what being incredibly intelligent will do for an employer!

HELPFUL HINTS

1. Have a thesaurus handy – some words are better to describe things than others.
2. Step out of your comfort zone – it is no time to be a “plain jane” when you are competing against talent that may be just as competent as you are.
3. Keep in mind that features describe, accomplishments prove, but benefits sell!

Use the F.A.B. Worksheet on the next page to help you construct your statements.



**FEATURE
ACHIEVEMENT
BENEFIT
WORKSHEET**

<u>BENEFIT</u>	<u>ACCOMPLISHMENT</u>	<u>FEATURE</u>
1.		
2.		
3.		
4.		
5.		
6.		



**FEATURE
ACHIEVEMENT
BENEFIT**

**“QUICK CHECK”
COMPARISON KEY**

<u>BENEFIT</u>	<u>ACCOMPLISHMENT</u>	<u>FEATURE</u>
1. I will be able to increase sales dramatically by calling on accounts that here to fore you have not penetrated.	I was personally responsible for generating an additional \$1M in revenue last year by calling on accounts that other sales people overlooked.	I have strong cold calling capabilities.
2. I will be able to develop and promote the company’s future leaders which will help control recruiting fees, and keep employee moral high.	3 of my junior employees were promoted this year already. I supported the move. Had these positions been filled by recruiters, the recruiting fee alone would have been \$90K. Plus, I have two other super-star employees who were eager to do more – now they have a chance to shine.	I have 4 years of exceptional management experience.
3. I will be able to contribute innovative ideas that will drive revenue.	In my last position, I lead the initiative to develop a new package design for our yogurt product in the pacific rim. This package design was a modification of something we had stopped using, but had \$3M in raw material left over. With a simple conversion, I was able to make use of this raw material and sales in the Asian market increased by 30%.	I use my creative sense to constantly find ways to drive sales.

Ask yourself:

- ?? Do your statements sound exciting?
- ?? Do your statements make logical sense?
- ?? Did you provide quantifiable data in your accomplishment that makes the accomplishment more real?
- ?? Do you think that these statements make you different than other talent in the market place?