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**Steps to Help Determine
Your Unique Selling
Proposition**



Table of Contents

Introduction.....	2
Step One.....	3
Step Two.....	4
Step Three.....	5
Step Four.....	6
Step Five.....	7
About FPC.....	8



Introduction



Employers want to know what you can do for them, and how you are different from other applicants. Asking yourself the right questions is critical in determining what you can offer potential employers and how you can differentiate yourself from the masses. Sometimes you need to get a little creative.

See the following pages for questions to help drive your thinking in order to better market yourself and maximize your individual positioning.

Acquire skills in other disciplines that provide a different perspective from those within your field



Example(s) Working in product development, then transitioning to a marketing role allows you to better integrate the product development cycle with critical marketing deadlines when launching new initiative.

Use examples to cite where you display creative thinking in past or current professional scenarios



Example(s) Promoting your product via social media by posting a “how to” video on your company’s Facebook page (or in previous years, on your company website, as social media is a relatively new tool for corporations); OR developing a new process (or modifying an existing one) within your department that increased efficiency or profits, or promoted greater internal communications, thereby decreasing departmental silos.

Acquire new skills and competencies to strengthen your brand



Example(s) Watch online video tutorials on select topics to remain current in your field of expertise; OR, sign up for free webinars in your field for valuable tips and techniques; OR follow relevant articles and blogs related to your discipline or industry.

**Combine interests and hobbies
with your professional persona to
offer valuable and unique insights**



Example(s) As a marathon runner you leverage your strategy in preparing for marathons to your position at work – specifically, keeping an eye on the big picture, incorporating milestones, tracking progress, and meeting deadlines.

Utilize skill(s) you bring to the table that no one else brings



Example(s) Your studies in psychology have enhanced your ability in product sales, by developing very keen skills in “reading” your customer and better engaging them; OR, coaching a little league team gave you practical experience in motivating others to succeed.

About

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We are a well respected national executive search firm comprising 60+ independently owned and operated offices serving more than 40 industries and 40 disciplines. Since 1959, FPC recruiters have been committed to matching the brightest stars with leading companies around the country. The firm has planned its growth to become large enough to provide nationwide impact yet remain small enough to be personal, flexible and responsive to all of its constituent groups.

FPC conducts research to provide the most current advice and information to job candidates and client companies. FPC press releases share pertinent results with the public. For information about FPC, call 800-886-7839 or visit www.fpcnational.com., FPC began to franchise with a commitment to well-planned growth

