

Career Services Worksheet: Developing Your Value Proposition

Your Value Proposition is a professional summary linking hard and soft skills, also known as your unique selling point - a very important part of your job search campaign. If you can't articulate what unique selling point you offer, then why should anyone pay for it?

- How can you help a company, customer, organization, or manager?
- What can you do better than anyone else that benefits whoever's paying you?

You need to sell your value proposition throughout the entire job search process for it to have the most significant impact (i.e. when you are networking, in your cover letter, in your resume, in your LinkedIn profile, at interviews, in your interview thank you email).

Remember: Describing your unique skills, experience and attributes is not seen as arrogant or boastful. You have to do this in order to compete with other applicants.

Here are some effective tips on how you can uncover your unique selling point to increase your chances for employment.

- If you are not familiar with your own unique selling point, start with some of the self-assessments listed on the Career Services website, conduct a personal SWOT analysis and consider what makes you happy. Further information can be found on our [website](#). Remember to request constructive advice from friends, family, colleagues and employers to determine how other people view you.
- Focus on the things and personal attributes that make you different from other applicants applying for the same job position. Create a short list of these differences and evaluate whether or not it will be an asset for you and a great advantage for the company you are applying for.
- Establish the aspects of what you can offer to them that other applicants will not be able to offer. Identify the attributes you can offer that will serve as an advantageous asset for the company and what they will gain should they decide to hire you.
- The available jobs today have become more specialized and companies are looking for potential applicants who have a specific skill set and values. Do some industry and organizational research to ensure that you know what these are.
- Always remember to use your unique selling point whenever you are presenting yourself to a potential employer especially in your job search documents like your cover letter and resume.

Developing your value proposition will help you to steer your job search and will let potential employers know the specific skills and core values you can offer them and why they should have you in their organization as compared to other applicants applying for the same position.



On the next page are some questions to ask yourself as you develop your value proposition. Many people struggle with this process and are concerned about appearing boastful or arrogant. Remind yourself that the employer wants to hire the best person for the job, and you must prove to him/her that you are the best person. Remember to consider all of your experience (full-time work, part-time work, volunteer work, school projects).

What kind of work makes me happy?

Consider past jobs that you have enjoyed; specific tasks in past jobs that you have enjoyed; school projects that you loved completing; volunteer work that gave you a sense of achievement.

What can I offer and deliver?

What are the relevant skills, experience and attributes that you have?

What have I contributed to workplaces in which I have worked?

What were your achievements in past jobs? What were you praised for? Were you given additional responsibilities? Were you promoted? Did you increase sales? Did you increase customer satisfaction? What were you known for?

What is the value of my skills and abilities in the workplace today?

What are the requirements for the jobs that you are applying for? Do you have relevant, up-to-date skills?

Why should [you] hire me?

What makes you stand out from other applicants? Why should they hire you rather than someone else?

Ensure that your value proposition:

1. Demonstrate quantitative value (include specific numbers i.e. the % by which you increased sales.)
2. Relate to the position and industry that you are applying to (you might have a fantastic skill/accomplishment, but if it doesn't relate to the position that you are applying for it is not relevant!)
3. Portrays you as unique and differentiates you from other candidates (why are you the best hire?)
4. Includes action words as to how you can bring value to the organization (you can find a list of action words on our [website](#).)