

## 5 ERRORS WILL COST YOU THE JOB

Reach the desired job involves discipline, preparation and even after an appropriate image, lack of speech to sell your skills you 'will fail' to the recruiter.

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'Lie to bag' recruiters

A candidate may boycott his job interview by not preparing their arguments for the appointment.

The personal image can play for or against an officer, it is important to know dress.

The curriculum is a very precious because its goal is to lead to an appointment at work, but it is a mistake to leave all the 'weight' in this document. There are other indicators such as the image and make a good personal selling. On several occasions, "is not hired the person with the highest IQ but it was known to sell better." And when caring image, you are guaranteed a 50% success in an interview, says the CEO of Image Excellence, David Navarro.

Some professionals fall into the trap of seeing an ad and say send my resume. To be cited have no idea of that group, or how there screening tests, the author says Hilton Catt in the book Keys to finding employment.

On how to operate a recruitment, Navarro recommended not only to investigate the firm, but also to the recruiter with whom you talk. For example, a question where many 'face' is: Why do you want to work here? If you send a resume is because you are interested in this site and you had an earlier investigation on the five "big shots" where you'd like to work. The disinformation, then, is one of the fatal mistakes that can 'walk away' desired employment.

The marketing is not limited to promoting business products or services; you can (and should) apply in you to learn to sell who you are and what you're looking in work. This allows "stand out from other professionals and make a difference in how to lend your services," says Tom Peters in his book 50 Keys to make you a mark.

To get an offer that meets your expectations and is inserted into the area of your interest, be prepared to avoid the mistakes that may mark the end of the hiring of a candidate. David Navarro cites the following indicators:

1. Consistent image. As a professional, you may not know that clothing is an important aspect in the interviews. Beyond understanding, we must implement it correctly, because the wrong choice of a garment remaining points.

Errors. Wear an outfit contrary to the position sought, the style of the company and the type of clients served. Example: if the position is administrative and economic area the tailor is required. By contrast, for creative tasks (that are not dealing directly with customers) can have a casual dress. If a graphic designer dresses too formal, this arrangement does not project their creative skills.

2. If fashion is all about ... This indicator uses the weekends to work best is to follow the 'code' proposed by the company.

Mistakes women. Although nail colors are 'the last word' is not advisable to use them to go to a job interview. Intended for work in neutral tones, discreet. For them, applies also to have discrete accessories, not frayed or lush, unless the position (as in the fashion industry) slightly exceeded permitted (in colors, styles, etc.) in its use.

Tips for women: the appearance of hair care and bring shoes.

Mistakes in men. Among the major is carrying a shoe sloppy, unpolished, dirty fingernails and scruffy look in the costume and hair. In a matter of accessories, they would benefit from using a clock, because it conveys a proper time management.

For both: wear clothes one size does not fit with the silhouette communicates distrust. Consider the message sent to the recruiter is: no time invested in preparing to come with you. To think that only the sheet of curriculum and experience are evaluated is a mistake. What you say visually account because you are the mark of the company and your appearance is your logo.

In terms of climate, if you're in a city with high temperatures, they can opt for a shirt (long sleeve is better than a short). For women, if they wear clothing, this is not beach, not with transparency and must reach the knee.

If you have a Friday meeting (even if you were accepted in that place) and whether to allow the use of jeans, forget to take the ones you use to go out. You should buy the best jeans you can (in dark blue and straight cut), and communicate "the work is not only needed for wool," says Navarro.

Search corporate web page about the 'code' to dress in the company. If no, ask acquaintance to bring clothing to these data.

3. You're a pro! (Not an attempt to do so). If you want people to value what you have to 'sell', ie knowledge, expertise, contacts, job skills, among others, begins by being neat with the details surrounding your image.

Errors. Have to contact an email address too 'personal', like "Spiderman 54" Navarro cited. Chooses to open a formal e-mail with your full name.

Another mistake is regrettable lack of a log of people who have stayed in contact and which, to talk to follow up on the process-not remember what the company offered, or why did you endeavor to seek a job there.

4. Watch what you project. Maximum in the areas of job search is that a recruiter does not jeopardize his job, not a contract, by someone who does not inspire confidence. So take care of your image from that talk on the phone the first time until the behavior in the lobby of the company, the day of the interview.

Errors. Trying to "one on one" to the recruiter. No matter if they are just young people, the person behind the desk is the contractor and warrants that formality.

Women eye. A day before the job is to organize the bag, if for some reason you find, for example, a business card and for that empty the entire contents (which takes you several minutes) to send a message of confusion. If the position you are applying is logistics, imagine the reaction of the interviewer. These are details that seem insignificant, but subtract points, said David Navarro.

5. CV, also speaks to you. Although it is said (again and again) that the curriculum is the most important presentation to a professional, and therefore must denote order and be attractive, the wording is not always comply with these qualities.

Errors. The expert mentioned that image for those who already spend 35 years of age, a common mistake is to send long CV (because it was learned how to write this document) or put the title 'Curriculum Vitae', when it says nothing and marks a unique value. Some in the same post include copies of diplomas obtained, this is a 'tache. "

You must present this sheet as precisely as possible, with strong experience data. Young people who lack experience (it is evaluated in money) need to emphasize in their learning attitude and wanting to grow in the company.

For example, what accounts with a speech of 30 seconds to sell? "You have a professional discourse to respond when asked why you are looking for work." It is also necessary to practice the speech to be defined messages that you want to communicate on the day of the interview, points out David Navarro.

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## REFERENCE OF THIS TEXT

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