

The Job Sniper's System

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The Job Sniper's System is the answer to:

"How can I get from where I am to where I want to be?"

The simple answer to this that you can do anything you want to, if you want it enough and you are prepared to take the necessary action. For anything to happen you must have two things:

1. Thought and
2. Action

Everything starts with a 'Thought', but nothing happens without 'Action'. There is a simple formula - 'Your Success Principle' that can be applied by anybody to just about any situation. This formula brings together the two necessary components of thought and action and provides the means of how to get from where you are to where you want to be. The first part is your approach and attitude, in other words, the way you think about things. This must be worked on if you are to succeed at moving from where you are to where you want to be.

You've heard about this before, but I'm going to show it to you in a different way. It comprises just three words: the first is POSITIVE which is the opposite of negative and in this case means accepting that things can be good. The second word is MENTAL meaning 'using your mind', and the third word is ATTITUDE. In this case attitude is the way you consider things. So the first part of how to get from where you are to where you want to be is POSITIVE MENTAL ATTITUDE.

The second part of the formula for your success principle is concerned with what you do about the situation that is causing you the problem and is also boiled down to three words. The first of these words is SUSTAINED, which in my book means "keep on doing" the things you need to do. The next word refines the statement by adding MEANINGFUL and focuses you on doing things that are relevant not just being busy. And the final word in the second part of the formula is ACTIVITY.

The second part of the formula is therefore SUSTAINED MEANINGFUL ACTIVITY. Doing the things you need to do that are relevant and continue doing them until you achieve the result you desire.

The formula for your job sniper's success is therefore very straightforward:

Positive Mental Attitude + Sustained Meaningful Activity = Success

Make Up Your Mind To Succeed

The essence of my job sniper's system secret involves just one thing: making your own mind up to change jobs or get the new job you really desire.

It is your decision, so if you want a new job, decide to take whatever action is needed, then ACT!

You must start by valuing yourself, be proud of your achievements and your abilities; then don't lose any more time - use this job sniper's system information to help you make up your mind what's needed and provide the answers so that you can get going. Action rather than analysis is the key to your success.

This is what you need to do immediately:

1. Decide in your own mind that you ARE going to get where you want to be. No ifs, buts or maybes.

2. Get your thoughts together quickly:

- What do you want to do with your time at work?
- What will it feel like to be doing a job you enjoy?
- How you will know when you have got what you want?

3. Start getting your personal information together:

- What you have done before that you could do again?
- What special skill or knowledge do you have?
- What do you enjoy doing that makes the day go faster?

4. Get all your ideas together:

- How can you "sell" yourself and the skills you possess?
- Talk to contacts - job search networking is one of the best ways of getting a new job;
- Get you facts on paper - prepare your CV or Resume and cover letters;
- Prepare some 'nuggets' about yourself to use on the telephone.

5. Decide what actions you must take:

- Write your CV or resume;
- Prepare your contact lists;
- Research interesting companies;
- Prepare for interviews;
- Keep working at it until it all happens.

This is exactly what making your own mind up to change jobs is all about and is full of juicy job search secrets. Add them up for a massive advantage!

All of us can achieve our ideal role so long as we make our minds up to do what needs doing, take action and don't make excuses. And I'm going to show you exactly what to do!

Change Your Thoughts

The job sniper's jobsearch secret that is so powerful it will blow your socks off is simple - if you think you want a new job all you have to do is understand this Job Sniper's Secret:

It's sooooo simple - **CHANGE YOUR THOUGHTS.**

When you're looking for the new job it's easy to think that 'they' hold all the cards. But you don't have to accept that: I want you to try and change the way you think about things. This one simple technique is the job search secret that will power you to truly deserved success.

Read these examples of how you might change your thinking and think what they mean:

"They don't hire you for the sake of it; they hire you to help them make a profit!"

"OK you want a job but you've got something they want and after all, this is your career we're talking about."

So try this:

Instead of thinking they're in charge, why not try **'I'm in charge'**

Instead of waiting to be chosen, work out what you want and go and **present some proposals** to companies you choose;

Instead of dreading interviews, think of them as your way of **influencing key decision-makers**;

Instead of daily scouring the adverts desperately, read them as **detailed sources of inside information**;

Instead of worrying about vacancies or job openings, think of them as **needs waiting to be met** or problems without a solution - yet;

Instead of thinking you have to accept their offered terms, know that you can negotiate;

Instead of them getting what they want, **you both get what you want.**

If you're now thinking "I can't do that" then stick with me and I'll show you you can, all you need to do is visit my website for clear, comprehensive guidance which is totally free.

This is the essence of my job sniper's job-search system.

Start by valuing yourself, be proud of your achievements and your abilities; then don't lose any more time - use this career change information to build upon the job search secret and provide the answers. That's why I've written it so I hope you will make good use of it.

Drive Your Job Search

Drive Your Job Search Forward - A Direct Approach

If your career has gone off the road, take control and drive back to job satisfaction with a direct approach.

When you're looking for that new job or a career move it's easy to think that 'they' hold all the cards.

But if you can change the way you think about it, you can get back in the driving seat, and after all, this is your career we're talking about.

Remember 'they' don't hire you for the sake of it; they hire you to help them make a profit!

So two things first – how you are (attitude) and how you react (the way you see things)

1 Attitude

Everyone goes on about positive mental attitude, don't they? But what does it mean?

To some extent we can all have some influence over what happens to us. I don't mean to say that we can make everything go right all the time, but we can hold an attitude of expecting things to go right

If we expect things to go well they're more likely to.

If we expect things to go badly they probably will.

So even if everything doesn't go right we can get past the things that go wrong so much easier. This is what I mean by positive mental attitude.

2 The way you see things

- Instead of thinking they're in charge, why not try 'I'm in charge'
- Instead of waiting to be chosen, decide what you want and present some proposals;
- Instead of dreading interviews, think of yourself influencing key decision-makers;
- Instead of scouring the adverts, read them as sources of inside information;
- Instead of worrying about vacancies, think of them as needs waiting to be met;
- Instead of having to accept the offered terms, think how you can negotiate;
- Instead of them getting what they want, you both get what you want.

Job banks, search engines, job listings, and job guides are all useful tools in your employment search; however they won't find you the unadvertised jobs. Statistics show that perhaps up to 60% of all jobs are unadvertised and are found informally - that is to say through networking and the direct approach - so the unadvertised jobs are what you really need to uncover.

You can uncover these unadvertised jobs and get back into the driving seat by putting together a carefully crafted direct approach letter.

This direct approach is no more and no less than a 'marketing' exercise to a specifically qualified target audience. It is NOT a mail-shot and certainly NOT 'speculative' letters that some people would have you waste your time writing.

Compared to a direct approach letter, the speculative letter or mail-shot is a complete waste of time, effort and possible opportunity. So don't do it!

Why do I say that?

Because:

- A speculative mail-shot aims to cover as many possibilities as you can, so inherently it's not specific to any particular reader.
- A speculative letter labels you as a jobseeker and gets sent to the Personnel Department (if they have one and it gets past the waste-basket).
- Unless you want to work for the Personnel Department (if they have one) that's the last place you want your letter to go.
- Mail-shots in general usually have less than 2% response rate so to generate some interest, (even before an interview is offered) you'd have to spend maybe £300 on postage alone.
- This approach at best will bring you what 'they' think you should have, not necessarily what you want for yourself.

And the most important reason:

- Because you try to cover all the possible employers you then make it virtually impossible to approach them again or in any other way. (Oh yes, you already sent your details in to us didn't you?)

So what should you do?

- Each direct approach must be tailor-made for the reader;
- Your letter must include a business proposition;
- Only address to the decision-maker who can employ you;
- Research the organisation in detail;

- Be businesslike and professional;
- Do NOT include your CV

You should also:

- Make it clear you would like to arrange a meeting;
- Be prepared to follow-up quickly once sent;
- Be persistent – they need you.

You already know there is so much more to job or career change than waiting for the right advert to appear so if you want to get back in the driving seat prepare a good direct approach.

Remember - fail to prepare - prepare to fail

Use your research and personal achievements to pack real benefits into your letter; the research you do will show you exactly what proposition you need to develop.

When a need exists because of...

- expansion or new locations;
- departure or retirement of employees;
- new product launches;
- new markets at home or overseas;
- downsizing (businesses often lose people they'd rather keep);
- change in legislation.

...somebody has the problem to solve.

You simply present yourself as the solution, and so remove their headache.

Use this direct approach as one of the main tactics in your overall career change strategy; your time is better spent on this and networking than scouring the papers for adverts to reply to.

Find Unpublished Or Unannounced Jobs

When you learn how to find hidden jobs or unadvertised jobs that no-one else knows about you give yourself an immediate and massive advantage in the jobs market. By applying the principles which I explain below, you eliminate the competition for jobs, especially now when statistics tell us that recruitment is falling rapidly.

Did you know that for every advertised vacancy in the 'help wanted' columns or in job banks on the internet, it is reckoned that there are at least two unadvertised jobs?

When you think about it, organizations prefer to recruit as cheaply as possible so if they can avoid advertising, so much the better. If their own people can introduce new recruits, or if a well targeted resume and cover letter arrive at the right moment, they save money.

Of course that sounds fine in theory, but if these jobs are not publicly advertised, how do you get to know about them?

You can easily learn how to find hidden jobs, which include unadvertised or unannounced jobs using these 4 key ideas below. The great thing is that once you understand how to apply these techniques, you can soon identify jobs that no-one else knows about and create a shortlist of just one - you!

1: Identify companies that are of interest to you:

Look at current advertised jobs that interest you, and then think of some other companies that might offer similar work.

You could focus on companies that operate in your industry. You could also find out about trends in the labor market, so that you can focus on growth areas or companies undergoing expansion, or other change, this will help you to find hidden jobs.

All change can produce opportunities.

2: Make a short-list

By now you have a long list of industries or companies that are possible employers. The next step is to select the companies that best match your interests, skills and values, and make a short-list of target companies. Focusing on a few companies is more effective than targeting too many, as you can prepare more comprehensively.

You can make a short-list by comparing your interests, skills and values with the information you've collected about each industry or company. Then consider additional factors like location and travel, work hours and company culture.

3: Additional research to find hidden jobs.

Now that you've identified your target companies, the next step is to do some more detailed research. For example:

- * What does the company do and how is it structured?
- * How big is it?

* What are its future prospects? Is it tendering for major contracts or attracting new clients?

4. What To Do Next To Find Hidden Jobs.

Work through the contacts on your network list so you can find or create a link with the firm that you are interested in, then arrange to talk with your personal contact who will be able to provide information and advice, NOT offer you a job; tell you whether it would be fruitful to pursue the company; and put you in contact with a decision-maker.

Arrange to meet but don't expect or ask for anything other than advice. The secret to finding unadvertised jobs is to tread very carefully. Don't put anyone on the spot so that they think you are expecting THEM to find you a job!!

What you must be aware of is that not all jobs get advertised, but they all start somewhere - if only in the mind of a manager who has a problem that needs a solution.

You can be the solution if you follow my approach to finding unadvertised jobs.

This approach to finding hidden or unannounced jobs is a very important part of your job sniper's system.

Analyze Job Adverts

How To Analyze Adverts for the Precision Sniper's Response

The fundamental rule is: if you are going to apply for advertised jobs then only apply for the right ones. Don't waste time by applying for the ones you've no chance of getting; not only is your time lost but your morale will suffer if you keep getting rejections. Analysing adverts thoughtfully saves you more than just time, it also allows you to precisely target the jobs that you want and gives you the best opportunity to get exactly what you desire.

When you are looking for a new job, particularly if you don't currently have one, it's too easy to be 'busy' by spending your time on the wrong things.

For example one day, I observed one of my students reading a well known Daily Newspaper which on this particular Thursday had around 40 pages of display adverts. As he read through, it became clear to me that although there were so many ads, there really wasn't anything suitable for him. However when he reached the end of the jobs section without marking or copying any of the vacancies, he went right back to the beginning and re-read the whole section until he found something he could apply for.

Then he sat back with a look of satisfaction because he could now say he'd found something to apply for and get on with an application.

In fact he'd wasted all that time, the job wasn't suitable but he felt as though he'd been busy and had something to show for it. When the "no thanks" letter arrived it just deepened his desperation.

So what should you do?

Look very carefully at each advert that is of interest and read it several times until you get the feel of what's being said.

When you have that feel, try to read between the lines to deduce if there is one 'crucial' need or if there is anything else you could infer from their words. It's also useful to read it critically and ask "have they missed anything out" that could affect your suitability.

Now you've worked out what it's all about, take a highlighter pen and mark every clause or phrase where they state what their actual requirement is.

You should read carefully to see if these needs are 'essential' or merely 'desirable'.

I'll show you the difference below.

The essential requirements form the backbone of the job and you should be able to meet more than 60% if you are to be considered.

The desirables are nice-to-haves and the more of these you meet the better, but they are not the main issue.

If you still see a good match, go ahead and draft your response letter. You should try to follow their style of writing by using similar phrases and words but don't just regurgitate their ad back to them.

When you look at the advert some phrases will stand out:

"it is essential that you..." is a bit of a giveaway,

or "you must have..."

or "you will have..."

all shout 'essential' at you so look for similar phrases to match yourself against.

Others are not so firm and may say:

"you should have..."

or "some knowledge of..."

or "ideally..."

These are all saying 'desirable' but not essential.

Now I mentioned that you should look for the 'crucial' need - if there is one and you don't have it, then don't proceed, this one is the killer and will knock you straight out.

If you do have it...

Make sure it's the first thing you mention in your response.

That says "this candidate understands what we need".

Now you're ready to write your letter you must make sure you can grab their attention. See my website for how to write compelling cover letters that demand attention, show how you meet their needs with an enthusiastic, positive and reassuring letter that expects action.

You will quickly find that analyzing adverts becomes second nature, and you will know exactly how to demonstrate the match. But don't ignore the other things - please make sure you follow all the instructions i.e. reference number, closing date, enclose CV, give salary details.

If you don't do this you still might find yourself knocked out just for being careless.

Analyzing adverts is more art than science but if you approach it honestly you'll find more time to do other productive things such as networking with the time you've saved.

Analyzing adverts is made so much easier when you fully know yourself and what you can do. Your precision response is central to the Job Sniper's System.

Create Massive Cover Letter Impact

How Job Snipers Create Massive Cover Letter Impact

When writing your cover letter or application letter what you need to do above all is create impact and interest. You may be the most talented finance manager or account executive, market analyst or horticulturist but if that talent doesn't flow through your cover letter then you might as well forget it.

This is not the time to be boring or submit a fact-laden covering letter that has no oomph! What you want is a sharply focused, punchy letter that leaps up and demands attention.

How do I do that?

Like this:

Crisp white paper with clear black print is the starting point. Ensure all the address details, both their's and your's are easy to spot and there are no errors or typos. Use a headline in bold to identify the position or job your cover letter refers to; along with this include the date and publication where you saw the advert. Always address the letter formally.

Now the next part is the most important.

You have to catch their attention in such a way that they want to read on. (If they don't, you're out of the running anyway.)

Start by including the reader in your application. You do this by your first words which should be:

"Your advert..."

What this does is turn their thoughts to the content they produced and OWN.

Now extend this by adding how it interests you:

"Your advert really interests me..."

This shows you are interested in something they produced and own and starts to make you sound interesting.

Now you must say **why you are interested**:

"Your Advert really interests me because..." and continue with your reasons i.e. specific comments about their products and company reputation.

With this you have engaged the interest of whomever is reading your cover letter, so now is the time to start making your own case. Follow your comments about the employer's business with "...and I am confident that I have all of the skills and experience that you require."

Just the use of words like '**confident**' is enough to grow the stature of your application.

With a maximum of five bullet points you can summarize what these skills and experience are, relating them closely to the demands of the advertisement. Finally close your covering letter by referring to any instructions such as enclosing a CV or Resume, stating location preferences or salary details and say that you are looking forward to MEETING them at the interview stage. For some free examples of cover letters you can copy go to [free cover letters](#)

Of course you haven't been asked yet to attend an interview, but you must assume you will be called. After all you are sure to be of interest and you know you have the skills they need, so why wouldn't they want to interview you? If you need some expert help with writing your cover letters go to [Amazing Cover Letters](#)

Job Sniper's Resume

Your Job Sniper's Resume is a very specific tool, quite unlike a 'normal' resume so you must approach it's creation differently.

Here are some tips to make sure that your Job Sniper's Resume is up to the job of getting you to interview.

Now, because the aim of this document is very different from that of a normal chronological resume, in other words the aim is to help you move into a different career, then the recent career history becomes less important than the skills you developed.

These skills must be presented in a way that supports your career objective, so starting at the top:

Under your name, address and contact details you MUST add a targeted, job-specific career objective statement. This is a clear statement of intent, so spell it out by saying exactly what job you are pursuing. This way there is no confusion about what you want to do from the start of the resume.

Next on your career change resume it is best to add a bulleted skills section. This is a short list that helps hiring managers quickly see that you have the requisite skills for the job. Only include those skills that are directly relevant to the new job and leave out any that you may have but are unrelated to your new objective.

Write a personal profile summary. Focus clearly on the skills and qualifications that are required for the new job. Get as much information about the intended role as you can so that you can understand the depth and level of skills and personal attributes needed. When you are clear weave your own qualifications into the personal profile statement of your career change resume. Remember any experience that is relevant, regardless of where it comes from such as volunteering or even hobby work, can add significantly to your presentation and thus increase your chances of getting the role you want.

Many jobs, although different on the surface, have common skills requirements and these core skills are also your most transferable skills. For example you may include: communication skills, project management skills, customer service delivery, and excellent organizational skills as these would apply to so many jobs. The most important part of this though is not to just claim the skill but to provide evidence to substantiate the claim, quantify your resume results wherever possible. More [free Resume tips](#)

Stick to these tips for your Job Sniper's Resume and you will be very pleased with the outcome of your efforts.

Winning Interview Techniques

Winning the Interview Game As A Job Sniper

First off, you need to understand that everything they want to know about you is in just 4 key areas:

- Why are you here?
- What can you do for us?
- What sort of person are you?
- Can we afford you?

So you must get yourself prepared for this. Examine each one of these areas and you can be (perhaps) even better prepared than the interviewer you face.

Why are you here?

This doesn't mean "why are you in this room?" it means what made you apply for this job? You have to show it's because you are interested in the job, the company, the challenge

and the chance to learn and develop new skills. That and the fact that you are ready to move for such a great opportunity.

Above all you want the job and you are confident that you are right for it (but please don't be too cocky).

What can you do for us?

An employer is looking to buy results so you bring your experience, skills and achievements, as well as your desire to develop and contribute to a new team or department. Think back to your achievements and skills, and the results you got. But don't just hark back to what you used to do – think what you will be capable of in the future and how you will fill the role you want.

What sort of person are you?

Someone who has initiative and gets on well with others and is flexible in attitude to different ways of working; maybe you are a great team player, or a strong leader or you describe yourself as a loyal and conscientious person. What they really want to know is: will you fit in, or are you going to upset the existing team?

Can we afford you?

Salary negotiation is another issue altogether, but the point is you should have a feeling for what the remuneration is likely to be and show them that you bring value-for-money. If they put you on the spot to name a figure; shoot a little higher than you think they are prepared to pay, but say “the opportunity itself is more important than the actual salary”.

That's all fine as a general background but now you've got to be more specific.

Put yourself on the other side of the desk – if you were doing the interviewing, what would you really want to know that would convince you to make a job offer?

You'd want to know more about those 4 key areas above wouldn't you?

So what you have to do now is write out your list of questions to explore those 4 areas as if you were the interviewer. This doesn't mean you should go easy on yourself; the more thorough you are the easier the interview becomes and the better your prospects of winning.

Make your list least 25 questions long and don't avoid that question - the one you don't want to be asked (you know the one don't you?) and then work out your answers.

If you need help with your answers get our free [Killer Interview Strategies Report](#)

Tell Me About Yourself

This is the most popular way for hiring managers to start most one-on-one interviews; get this right and the rest of the interview will fall into place. Yet so many people just don't get it right and perhaps lose out because of that.

After the informal chat about the weather and travel and so on, most interviewers will start off the formal part of the interview with something like this:

"Tell me about yourself"

The words may vary of course but the request is to start talking and get the interview under way. It is at this point that PANIC sets in. What do they want to hear? Where do I start? How long have you got?

Your answer to this really is quite simple when you think about it this way: The reason you are sitting in this room with this interviewer is to convince them that you are the person they need to hire. Therefore what they want to hear from you are reasons and facts to convince them that you ARE the right person to hire.

This is a job interview! They do NOT want to hear irrelevant stuff about where you go to watch football or your pets' names or how your grandchild just lost her first tooth. (I've heard all of these.)

What they DO want to hear is a brief introduction to show how your career brought you to THIS point of being here in THIS room with them. This means you need to show where and how you got started, the decisions and changes you made along the way and that the role you are about to be interviewed for is the right progression for your career. But not only is it right for you but with your interest, enthusiasm and skills it will be right for the prospective employer as well. And do all this in about 3 minutes!

You have three minutes to hold their attention and tell them how you took up your first job after college or university and gained specific skills as you progressed. Add to this your promotions or appointments to new job roles and how you sought out opportunities to develop in your chosen career. Spend most of your three minutes on your most recent job and how the expertise you have matches the underlying needs of the new job.

Then state most carefully that when you saw this new job being advertised, you became very excited as to the closeness of the match and the career development opportunity you envisioned. And that is why you are so pleased to be at this interview.

And that is how you construct your answer to the "tell me about yourself" command at job interviews.

Describing Yourself

You need to be the best you can at describing your best qualities; particularly your key strengths. In my coaching practice I generally, at some point, ask my client: "What are you good at?" purely as a means to establish if they have already thought through this most important question.

Some have, but more often they haven't and the answer usually involves lots of head-scratching, umms and arrhs and then quite often a monologue on what they're NOT good at!!

Your answer to this should be your key strengths statement which we talked about in personal marketing on my website - let me remind you.

A "Key Strengths" statement is a summary of your most powerful skills and attributes.

The Key Strengths statement

- * Highlights your most important skills and abilities
- * Differentiates you from others
- * Avoids generalization
- * Provides examples of your achievements
- * Spoken naturally should take no more than two minutes

Of course at interview, the question may take many different forms:

"What are your main strengths?"

"why should we hire you?"

"what do you think makes you the best candidate?"

"convince me you're the right person for us"

"how do your skills match our particular needs?"

As with all your Presentation Statements it should be so well rehearsed that it sounds completely spontaneous.

This example should get you thinking so give your Key Strengths statement some thought now.

"I have very good communication skills; I work well either leading or being part of a team and I am self-motivated and capable of working on several tasks at once.

As a leader of small teams I involve people in the decisions so that they feel involved and ensure they have the opportunity to contribute to tasks facing the team. I manage the information, plan and organize and make the decisions as required.

With my strong communication skills, I have been able to motivate the staff to higher standards of performance meaning we have also helped our profits figures through increased sales and tighter cost-control.

Alongside this I have encouraged innovation and my team has produced several very good ideas for new products, services and markets. As an example the new widget has taken off in Eastern Europe and is contributing 7% of profits in less than 18 months.

Most importantly I actively seek to develop members of my team for their own careers sake but also for the future of the business itself. This means I also look for personal development opportunities to ensure my skills are kept up to date."

If you refer to the sample [CVs and resumes](#) page on my website, sample resume #1 is for a Chief Engineer. The Key Strengths statement from him might go like this:

"I have very good communication skills and work across all departments to ensure that issues are identified and practical solutions are prepared. Coupled with my project management skills and my hands-on leadership style I am able to consistently deliver and commission projects on time and to budget.

I am focused on internal and external customer's needs, rather than purely functional needs and I apply specialist skills in continuous improvement and world class manufacturing to increase efficiency, reduce waste and losses due to downtime.

As Chief Engineer I have initiated and managed strategic change programmes and implemented effective quality improvement programs all the way through to successful local level implementation. This has led to savings of £750k per annum and helps to maintain the position and financial strength of my employer".

These key strengths statements naturally answer many of the interviewers questions whilst being reassuring in content. You will find though, that they will create new questions for the interviewer, so be aware that you must be able to substantiate everything you claim.

Try working on your own statement using your own words and skills, blending them together to create a strong "key strengths" statement to meet your needs.

You'll be surprised how often you use this one!!

Our Job Sniper's System

With this report you have the essence of a high-precision approach to getting your next job, it doesn't matter whether you are in work or not at the moment. Apply these techniques and very soon you'll be congratulating yourself for being so clever.

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