

You're perfect for the job. Now prove it

You're perfect for the job. You know it, and you feel like this time, more than others, the company couldn't live without you. But how do you really demonstrate and prove this?

We asked recruiters how candidates can stand out and show they're worth it in an increasingly competitive employment world. Here are seven of their best tips:

Don't just say you have, "added value" or have "attention to detail".
Show it!

1. **Shine on [social media](#).** We all know you'll be checked out in the employment process. So make sure your various social media profiles present you as a thought leader or someone who gets things done. For example, an [IT developer](#) might not even be considered for a role if he or she isn't proactive in online software building communities such as GitHub.
2. **Do more research than your competitors.** Take your research one step further than just checking out a company online. For example SEEK has a company page for prospective employees called "[Work for SEEK](#)", which highlights that an ideal employee should among other things "challenge the status quo. So, if, for example, you were looking to work for SEEK, you should word up your resume and cover letter with examples of where you might have done just that.
3. **Be truly excited about the job.** Show your real excitement, says Pete Macauley, Regional Director at [Michael Page](#). Don't just say, "I'm really excited about this role." If you were going for a role at Michael Page for example, you might prove this by pointing out that you love that it's a merit based company where an employee can move to management in less than a year if they achieve their goals, he says.
4. **Give real examples.** Don't just say you have, "added value" or have "attention to detail". Show it! Macauley recalls one candidate who claimed to have "attention to detail" and proved this by preparing a two-page report detailing

minor errors in the prospective employer's website. The candidate took care to ensure it wasn't misconstrued, impressing the hirers further with his people management and liaising skills.

5. **Highlight why you were promoted previously.** Don't just focus on your last role, says Macauley. If you were recognised for achievement and promoted earlier in your career, make sure the recruiter or employer knows this. Back it up with hard facts.
6. **Polish your storytelling ability.** We can all say on paper that we meet the key selection criteria. The person who secures the job says Scott, has the power of authentic storytelling to bring their claims to life. Rehearse with friends and family and use the [STAR method](#) to tell those stories. That's citing a "situation," identifying the "task," outlining the "action" you took, and spelling out the "result." Make it relatable to the role and the interviewer.
7. **Close the interview.** Like a salesperson you need to close the deal. Do this, says Macauley, by asking your interviewer if you've answered all the questions and provided all the information needed. By doing this you can gauge if the interviewer has all the information to make a decision on you, and you demonstrate your desire to work for the organisation.

Finally, whatever you do, think like a great sports team, says Scott. Prepare for all elements of the game, not just one. This is precisely how you can show you're worth employing.

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