

SELLING YOUR VALUE SELF-ASSESSMENT

To keep things fresh and entertaining (and isn't that what selling is all about?), we will measure your answers in this chapter according to a sanity scale. Do you truly sell like you are crazy, or are your efforts all too sane? Answer the following 6.5 questions truthfully according to the following five-point scale (and yes, a five is better than a one!).

Scale

- | | | | |
|---|-------|-------------------|--|
| 5 | ♥♥♥♥♥ | Strongly agree | That's really, really true about me. |
| 4 | ♥♥♥♥ | Agree | That would be me. |
| 3 | ♥♥♥ | Somewhat agree | 50/50 sometimes, sometimes not. |
| 2 | ♥♥ | Disagree | That absolutely has nothing to do with me. |
| 1 | ♥ | Strongly disagree | Let me take the fifth on this. |

What's Your Pulse Rate?

6.5 Questions Measuring How You Sell Your Value

- 1. I have a clear understanding about my worth; I know what I should be paid.
- 2. I am comfortable with selling the value that I bring.
- 3. I know and can articulate my ROI.
- 4. I have made the people who can add to my success aware of the value that I can bring to them and/or their organization.
- 5. I have a set of skills that is competitive internally (in my job so that I am positioned to receive leadership opportunities, recommendations, and referrals) and externally (in the open marketplace so that I land the career opportunities that are the most rewarding).
- 6. I have a Fresh 10-second text message and Fresh 30-second Super Bowl commercial that will get me noticed, heard, rewarded, and paid.
- 6.5 My passion is authentically represented in both my text message and my Super Bowl commercial.

- Total

Now that you've assessed yourself, let's analyze your score:

Scores

- **7–13:** You sell your value like you are a sane, vocational person. Rather than examining yourself to find the unique benefit, value, and ROI you deliver, you simply present your basic professional experience and qualifications with a smile and a firm handshake, like you've always been told to. Yawn. Who knew mental health could be so boring?
- **14–20:** You sell your value like you are slightly off-balance. You have probably discovered one or two unique selling points for your personal brand, but you lack any originality in how you get them across to potential customers (i.e., employers and clients).
- **21–26:** You sell your value like you are out there. You are aware of your brand's unique strengths and focus on them in your pitches, but still haven't figured out how to truly differentiate yourself in an ultra-competitive marketplace.
- **27–33:** You sell your value like you are certifiable. You clearly demonstrate your benefit, value, and ROI, and you deliver them in a way that is fresh and engaging for the listener. You have prepared an arsenal to cover the many different scenarios you may be asked to justify your brand against. But you still hang back a little bit. Are you waiting for opportunity to knock instead of kicking down its door?
- **34–35:** You sell your value like you are crazy. Anyone you come into contact with knows about your brand and what it can do in any given situation, and you are constantly refining how you deliver your pitch to make sure your message is fresh and up to date with what you have to offer, what you are looking for, and what best suits the needs of the marketplace. You might be crazy, but you're crazy like a fox!