



## “Why should I hire you? What makes you different?”

Most hiring managers will interview a half-dozen people for the job you want. And all of those job applicants will have skills very similar to yours.

**Skills alone won't help you stand out. You need a “unique selling proposition,” or USP, to stand out.**

A good USP is a simple statement you can drop in just a few seconds. It separates you from the pack, it provides a unique reason to hire you, and it sticks in the manager's mind long after your interview is over.

**It can be something as simple as,** “I'm a waiter. My knack is turning difficult customers into warm, smiling customers who come back again and again—and ask to be seated in my section.”

**Here's what's cool.**

Your quick, five-second USP will stir the hiring manager's curiosity and trigger a conversation that lets you tell your story. Stories

make you memorable. And, all you need is an example of when you did a little more than what was expected.

**So what makes you different?**

**1. Do you have an extra skill, ability, or knowledge, that would interest the employer?**

“I'm a customer service associate with 5 years experience in retail. I also have training as a bill collector. I'd be happy to make collection calls when needed.”

**2. Can you help the employer bring in more money?**

“I'm a mason. I have a talent for recommending add-on features during construction which can bring in an extra six percent on residential projects.”

**3. Can you help the employer solve a special problem?**

“I was a computer systems analyst in the Navy. Can I offer a few suggestions to help secure your critical database?”

**4. Do you have a special accomplishment or achievement?**

“In my journalism class, I wrote a blog article titled, ‘Why People Throw Trash Out Their Windows While Driving.’ The article was picked up and published by the local press.”

**5. Did you have a unique role on a project or assignment?**

“I sold running shoes in a sporting-goods store. One day I asked a friend, who is also a podiatrist, for some tips on how to fit runners for running shoes. I shared those tips with my manager. Now we give every runner a five-point foot evaluation and we've built a reputation as the store for serious runners.”

So, what makes you different?