

What Makes You Stand Out? Your REV Points

by Thea Kelley

Thank you for requesting this report, which is also Chapter 1 of [*Get That Job! The Quick and Complete Guide to a Winning Interview.*](#)

Stand out and get the offer!



CHAPTER 1

What Makes You Stand Out? Your REV Points

If you want to stand out, don't be different; be outstanding.

– Meredith West

In most interview situations, you have competitors for the job – maybe two, maybe half a dozen. You won't get the job just by being qualified – you need to stand out, and you need to be remembered.

Completing this chapter will prepare you to do exactly that.

Some applicants have tried to be memorable by using gimmicks – singing their interview responses, or wearing a tuxedo to show that the meeting was "a very special occasion." This will, indeed make someone stand out – but as a person of poor judgment, not as the right person to hire.

Let's plan how you will stand out for the best possible reasons.

I'm going to ask you to look at how you stack up against your competition. That may sound a bit daunting, but if you set aside your fears and take it one step at a time, by the end of the chapter I think you'll find your confidence has increased.

Less Is More: The Importance of Focus

Interviewing is a process of educating the interviewer. Educators know that if you hit someone with a huge bunch of facts willy-nilly, they may not learn anything. People learn better when the presentation is organized around a few core concepts.

Interviewing is also like sales and marketing. People in this field know that you don't sell a car by running through every feature it has. You focus on just a few: it's hip, cheap and fits into the smallest parking spaces. Or it's rugged, good-looking and roomy. You're competing for customers' attention, so you grab it with something simple and easy to remember.

In sales, these are often called "key selling points."

In an interview, the "product" you're selling is you. If that sounds awful, let's remember that you're not selling your soul – just clearly communicating the skills, expertise and personal strengths that will make you valuable to an employer.

In fact, let's get away from sales terminology. I call these your "REV Points," because they work best if they're **Relevant, Exceptional and Verifiable (REV)**. I'll say more about that later in the chapter.

Listing Possible REV Points

Right now, take a few minutes and jot down the top 10 reasons why an employer should choose you over the competition. (Later I'll ask you to narrow it down to no more than five.)

To help think of these, ask yourself questions like the following:

- What qualifications or skills do I have that are hard to find?
- What do I do better than most of my peers?
- What would my co-workers and managers say if I asked them what makes me valuable?
- What have they appreciated most about me?
- Am I the best at something, or the first, or the only one?
- Is there an important area in which I am exceptionally knowledgeable?
- What part of my job am I most passionate about? Am I especially good at that?
- Do I have an exceptional record of promotions or career growth?
- What is my most impressive professional accomplishment of the past five years?
- Do I have more education, training or certifications than is usual?
- Have I won awards or been formally recognized for superior work?

Narrowing It Down

Now, let's pick the three to five points on your list that will be most impressive and convincing to an employer – the ones that will really sell you. To do that, as I suggested above, they need to be very Relevant, Exceptional and Verifiable.

Here's what I mean by these terms.

Relevant: A relevant qualification is in demand by employers. Study several job postings for the type of job you want, and underline the important skills, qualifications and qualities the employer is looking for. Which seem to be the top priorities?

Think about the likely pain points of your target companies – the problems that are eating into their profits or making them look bad. Skills that can help solve these problems are powerfully relevant.

Exceptional: An exceptional quality or qualification is one that stands out. Probably all of your competitors have experience in multi-tasking. But can they all speak Mandarin with the company's Chinese clients?

Working with me on his REV Points, Roger said, "The number one reason they should hire me is my integrity." But it didn't make his final list of points to emphasize. Why not?

Yes, integrity is hugely important in life and in work. But it's something employers tend to assume or take for granted until proven otherwise. In most cases it won't make you stand out in an interview.

Other qualities often seen as common include: hard working, intelligent, a people person, a good communicator. If you are truly exceptional in one of these areas, you'll need to prove it.

Verifiable: By this I mean that the item is not just a claim or opinion. It's something you can prove or give evidence for.

Facts are naturally verifiable. Let's say you believe your graduate degree is a key selling point. No problem, this is a fact and it can be verified with a background check. Likewise, your work experience is a collection of facts that can be verified.

Skills can be tougher, especially soft skills like communication. Most job applicants claim to have excellent communication skills. By itself, this claim is so subjective – such a matter of opinion, really – that it's almost meaningless. Until you give evidence for it. Your evidence might be something like this:

- The skillfulness of your spoken and written communications with the interviewer. (Thus, you're demonstrating these skills rather than just claiming to have them.)
- A story about the time when you diplomatically sorted out a misunderstanding and kept a client from leaving.
- The fact that you were sought out to provide coaching or training to new hires – especially if you were the only member of the team asked to do that.
- The fact that you wrote documentation that reduced service calls 50%.
- The fact that you worked on the school newspaper or consistently got A's in your English classes (if you're a recent graduate).
- LinkedIn recommendations praising your communication skills.

Now your claim of exceptional communication skills has credibility!

You'll notice that we're using these terms – verify, prove, evidence – a bit loosely. We're not talking about proving your skills with legalistic or scientific precision. The point is to be able to back up your claims enough to make them reasonably convincing to the interviewer.

Examples: Three Fictional Interviewees and their REV Points

Linda Smith, Human Resources Manager

- 1) Broad, abundantly demonstrated expertise in employee relations, labor relations, compensation and benefits, HR information systems and analytics
- 2) Talent for strategic thinking (with stories to prove it)
- 3) Several awards for creating successful programs and initiatives
- 4) Inspires a loyal and high-performing team (proven by stories, LinkedIn recommendations and team members' career advancement)
- 5) MBA

Lucas Lopez, Energy Efficiency Engineer

- 1) Five years experience in energy efficiency engineering
- 2) Experience conducting ASHRAE level 1, 2 and 3 energy audits leading to an average of 20% energy savings per building
- 3) Relevant advanced degree
- 4) Member of Technical Advisory Committee drafting Cordoba County's first Green Building Ordinances

Denise Williams, Sales Manager

- 1) Track record of consistently over-achieving goals and earning awards in Fortune 500 companies
- 2) Exceptional talent for effectively anticipating and navigating change (with stories to demonstrate this)
- 3) Learns quickly and positively impacts the bottom line within the first few months on any job (stories)

Which of your top 10 points really REV? Pick the top three to five and prioritize those in the order of how Relevant, Exceptional and Verifiable they are.

Together, these points make up your REV Agenda: the messages you will make a point of communicating throughout your interviews.

Now start memorizing these points. Put this list in a place where you'll see it every day. Look at it often. Do whatever you have to do to get it etched into your mind.

Congratulations! You have just built an extremely powerful tool that will help you not only in your interviews but throughout your job search, by focusing the minds of

potential employers on a short, easy to grasp, easy to remember list of what makes you stand out as the person to hire.

Will Your REV Points Be the Same for Every Job?

No, your REV Points may vary as you apply to different jobs. For example, Sheila was applying to various jobs in nonprofit development (fundraising). When she applied at health-related organizations her MA in Public Health became a key selling point. At animal welfare organizations, her years of volunteering in her local animal shelter became more relevant.

However, if you're finding that all of your selling points are completely different from one interview to another, it may be that you're spreading yourself too thin in your job search. You may want to focus on identifying what you really do best, and proactively going after that.

How Will You Use These REV Points?

- **Emphasize them throughout the interview process.** These points go a long way toward creating your brand or unique identity in the employer's mind.
- **Know them by heart.** It's hard to build your communications around these points if you're constantly having to go searching for the list.
- **Take responsibility for educating your interviewer on these points.** If you meet an unskilled interviewer – for example one who asks the wrong questions, or one who talks the whole time and never listens – watch for opportunities to get your message across.
- **Start the interview with them.** People tend to remember what came first. A recent poll showed that 50% of employers believe they know within the first five minutes of an interview whether a candidate is a good fit. Focus those first minutes on what's important by making these points the basis of your answer to the first question in the interview, which is often "Tell me about yourself."
- **End the interview with them.** People tend to remember what they hear first, but also what they hear last. Include some or all of these points in your closing statement at the end of the interview, as well as your follow-up communications.
- **Develop stories (examples) from your work to bring each of these key points to life in your interviews.** (In brief bullet form, these stories can also greatly improve your resume and LinkedIn profile.)

Speaking of stories, you've probably heard that these are important in interviewing, and that you'll need a lot of them. How many do you need? How can you remember them

when you need them? How can you make sure you'll tell them in a way that's clear, concise and memorable?

The next chapter will answer these questions, while helping you build an impressive, confidence-boosting tool kit of stories that vividly demonstrate why you're the right person for the job.

Thanks for reading!

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Interested in reading more of *Get That Job*? Find it at Amazon or click this link:
<https://www.amazon.com/Get-That-Job-Complete-Interview-ebook/dp/B01MTSZVJD>

Reviews for *Get That Job*!

Excellent ... a short read, but it overflows with smart tips for navigating every phase of the interview process, from the initial prep to accepting an offer.

– Forbes.com

A practical guide to authentic, well prepared interviewing, Get That Job! offers an abundant tool kit of resources – including smart tips on answering the challenging questions every job seeker is sure to encounter. Kudos!

– Marie Zimenoff, Director of Career Thought Leaders and the Resume Writing Academy

Let me save you time, money, and help you not lose the interview (which could easily cost you thousands, or tens of thousands): BUY THIS BOOK ... This book provides hope, and gives a vision, to someone who is in a job search.

– The Jibberjobber Blog

This book changed my entire mindset heading into an interview ... I landed the job!!!

– Kendall (verified purchaser at Amazon)

I can never remember the right story during interviews and this book gave me a framework for making sure that it doesn't happen. Also, the response she gives for the question "What are your salary requirements?" is genius. I've used it a few times now and it's always worked. I was definitely low-balling myself previously and it will pay for itself 10,000 times over.

– Tina F. (verified purchaser at Amazon)

It has real, practical tips, exercises, and homework to help you prepare for interviews. I followed this book to the T, and I got a new job!

– Starr (verified purchaser at Amazon)

After reading this book, I realize that most people do not know how to job interview. It truly opened my eyes.

– M. Moua (verified purchaser at Amazon)

Gets right to the point without any fluff or filler. Lots of great information along with specific activities to complete ... it's the only interviewing book you'll ever need.

– Ian D. P. (verified purchaser at Amazon)

I used this book for the first time for a very competitive job I really wanted and got it. My diligence in applying the books tools worked so well, I recommended it to 20 people I know already, and bought several as Christmas gifts.

– Lily (verified purchaser at Amazon)

I wish I had read it months ago!

– NT (verified purchaser at Amazon)

