

WIN EVERY DAY™

Career Advancement Programme



WIN EVERY DAY™

10 STEPS TO €ARN WHAT YOU ARE WORTH!



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CREATOR OF THE MY ULTIMATE JOB SERIES™



TABLE OF CONTENTS

About this guide	3
Why should I do anything?	4
Introduction	5
Statistics tell the story	6
Why people become a specialist	7
Differentiate yourself	8
How my own quest began	10
Who are you?	13
Keywords are king	14
Make your CV stand out	15
Focus your LI profile on showcasing your deliverable	16
Interviews are opportunities	18
The specialist's approach	19
What are interviewers really listening for?	21
Constructing value answers	22
Beating the other candidates	23
Winning the negotiation	24
Satisfied specialists	25
Next step - become a specialist	27



ABOUT THIS GUIDE

In this guide, you are going to learn how to position yourself to win your ultimate job and earn what you are worth. You will see the merit of a new mindset in which you see yourself as a high-value specialist that employers will chase to solve their problem. The guide is full of information, tips and solutions to help you become much wiser and choosier in your approach to quality employment.

We begin by learning that to win your best job, you first need to know what it is and understand why is your best job, so that you can create the right pathway to attract the right attention.

Afterwards, we focus is on connecting you to this aspirational job and developing your data to build your value as a specialist.

In addition, we cover compensation structures because salary is just one part of your overall compensation package that needs to be understood when choosing your ultimate job.

After finishing this guide, it is recommended to apply your new knowledge practically, by undertaking a programme designed to fulfil all the steps shown here. More details at the end of this guide.

Remember the 10 key steps to becoming a specialist:

1. Determine your best career and define your brand statement
2. Identify strong keywords that bind you to your aspirational role
3. Build strong statements for CV / digital media such as LinkedIn
4. Determine test interview questions to qualify your data
5. Create value adding responses that incorporate high-value data
6. Build your ultimate job compensation package
7. Complete the checklist of steps to ensure you're ready
8. Continually update and practice your data and presentation
9. Maintain the value of your new specialist mindset focus
10. Focus on helping companies solve their business problem

Follow these steps to succeed!



WHY SHOULD I DO ANYTHING?

If you are totally, 100% satisfied with your career, salary, working conditions, lifestyle, family arrangements etc., then you probably don't have a reason to make any changes, but if you want to achieve more happiness, dreams, goals, success in life, then this guide will provide many tools you need to reach your objectives.

To give you something to think about as you start this journey; consider your current conditions, salary and future career path. Are they adequate so that you can fulfil your most important dreams?

The advertisements below show what you might be missing out on by doing nothing. They can inspire you to aspire.

How would your life change if you were earning what these top-end specialists are able to command?

Note, these are DAILY rates, not weekly, not monthly!

Experienced CEO, CMO, Business Strategy Manager

📍 Prague 🇨🇪 Sales & Purchase (+38) 🇸🇰 Slovak (+4)
 📅 21 years 🏠 1500 € / day
 🔥 20+ years in position of Managing Director, CEO, excellent experience in product development, product market launch, brand building, customer experience, legal, financ... [more](#)

[Detail](#)

Experienced Crisis & Plant Manager focused on cost reduction & customer satisfaction

📍 Ústí nad Labem Region 🇨🇪 Automotive (+22) 🇨🇪 Czech (+2)
 📅 13 years 🏠 1200 € / day
 🔥 I am an experienced technical and interim manager with more than 13 years experience in automotive industry. Experienced in roles of Project manager, Lean manager, Techni... [more](#)

[Detail](#)

Experienced intl Biotech/Pharma CEO / MD / CBO

📍 🇸🇰 Strategy (+13) 🇳🇱 Dutch (+3)
 📅 15 years 🏠 1500 € / day
 🔥 Executive leader from biotech/pharma industry with huge experiences gained in corporations and small family businesses, both versions are fitting his leadership style. Fo... [more](#)

[Detail](#)

International Interim Manager Media & E-commerce

📍 🇸🇰 Processes (+10) 🇩🇪 German (+3)
 📅 27 years 🏠 1200 € / day
 🔥 I am able to step in as interim manager in senior management positions. I am not only a consultant with more than 25 years of media business/e-commerce experience, but al... [more](#)

[Detail](#)

CFO | Managing Director | Strategy

📍 🇸🇰 Finance (+23) 🇳🇱 Dutch (+4)
 📅 25 years 🏠 1500 € / day
 🔥 I am a CFO with outstanding track record; a leader in change and a driver of growth in global matrix organizations; culturally aware

[Detail](#)

Experienced International HR Manager

📍 Austria 🇩🇪 Talent Management (+5) 🇩🇪 German (+4)
 📅 18 years 🏠 701-999 € / day
 🔥 As an experienced and long-standing HR manager, I support my clients in mandate and projects in the HR environment. This often

[Detail](#)

SOURCE: TOPHEADS.ME

There are specialist opportunities in many industries for those who want them. Now it's your turn to become a specialist!

1

INTRODUCTION

Every day, billions of people around the world (just like you) go about their daily lives without thinking too much about the skills they have acquired over the years doing their daily jobs or how to monetise the real value of these acquired skills to improve their life.

They work in regular jobs as generic employees, with a generic salary and generic conditions; all decided by the *employer*.

But skills are valuable assets which chart the course for future opportunities along our life's journey and need to be nurtured; starting out as a 'general worker', building valuable skills along the way, honing them to be an expert, then harnessing the best of them to become a high-value specialist and enjoy living life our own way.

In the words of Jack Nicolson's character from one of his movies, "*What if this is as good as it gets?*". For specialists, it isn't!

We all have higher-value skills inside us that we can use to define ourselves professionally. By learning how to identify and describe them in meaningful and powerful ways, we can leverage their value and massively benefit by changing the things within our control.

The secret to your success is locked in your own mindset; how you see yourself, present yourself and how you deliver your value.

Learn how to unlock your potential by fostering your key skills. Connect your passion to your aspirational role and transition into a high-value specialist so your dreams will start to materialise.

Somewhere out there is your best job and an employer who needs your skills and will do everything possible to have you. Your dream lifestyle is waiting for you to make it real, so let's get started.

The following pages outline the benefits of specialising and the unique approach that I have carefully developed to becoming one, which has helped many people find and land their best job.



STATISTICS TELL THE STORY

Qualified and experienced people often believe that getting a new job & better salary is easy for people like them, so let's look at that.

Statistically, there is only around a 1% chance of generic applicants being successful at winning a quality job. A typical company interviews at least 10 similar people, from perhaps a hundred applicants, to choose just one person. This means that 9 of the 10 applicants are going to FAIL in every interview, as well as the 90 that didn't get invited to an interview! That's 1 winner and 99 losers (1%). The winner is certainly not likely to be a generic applicant, but someone who stands out. Someone who is seen as special.

If that's not enough, real progress only comes with going vertical, but because of your limited experience (it's a vertical role, so it's new to you), so the success rate is even lower without careful preparation to demonstrate your capabilities as a specialist.

Further, the average job seeker is rejected 24 times before they finally get a "yes," according to research from career coach and author Orville Pierson.

Statistics confirm that generic employees quite often struggle to find any job with reasonable conditions because they are easily replaceable and therefore thought of as low-value to a company.

Further, generic employees aren't going to command the money on the previous page, so specialisation is the only realistic way to earn what you are worth. By utilising your best solution-skill to position yourself as the person the company needs to solve their critical business problem, the power is reversed. They need you more than you need them. You are back in control of your career and your life.

Every €10k euro in salary equals €28 per DAY, so an extra €50k in better salary means an extra €140 per DAY, so let's get started!

Winners are that 1% mentioned above. Specialists.



WHY PEOPLE BECOME A SPECIALIST

Having a lot of experience in a broad range of tasks in your industry might make you see yourself as more valuable and that mentioning all of these skills in your CV would position yourself as a more desirable candidate, however, the opposite is more typically true.

The wider you cast your net, the more you are positioning yourself as an experienced *generalist* - and the market is full of them - which is why it's better to specialise and promote your best solution-skill.

The Introduction page mentioned that it's important to understand how to monetise the real value of your acquired skills effectively.

This does not mean what many people think it means. It is not about listing all your skills and experience on a CV. Everybody has skills and everybody lists them on their CV. Monetising your skills means focusing your key deliverable on a specific outcome and marketing these skills to a company with a specific problem (need) and you bring a specific solution (your specialty).

Specialising offers a better path by identifying your key competency and one specific problem you are capable of solving. Just like a heart surgeon won't include their experience as a GP or in other medical fields, neither should you. They specialise their message.

The same concept holds true in most situations. Position yourself as a specialist that can provide a powerful solution - and many companies with that exact problem will actively search for you.

Ask yourself, who would you choose to heal your pet? A human doctor or a veterinarian who specialises in animals? Further, would you choose a veterinarian that treats all kinds of animals, or one who specialises in your kind of pet? Additionally, would you prefer that veterinarian to further specialise in the problem of your pet?

Of course you would. Specialise. Niche down. It's the specialist who everyone wants to solve their problem and therefore has the power.



DIFFERENTIATE YOURSELF

“Nothing is easy to those who have no experience, yet everything seems easy to the ‘lucky ones’ who have the skills.”

This statement set me thinking about which skills are ‘lucky’ vs those that are learned, how does one actually measure our maximum capabilities and more importantly, how do we make sure other people see the best of them and assign high value to them?

If pushed, can you easily identify your value-add that sets you apart from other candidates? Why should you be chosen over the others?

If we don't really understand the value of our own skills, then no one else will. This is why many of these ‘billions of people’ work unnecessarily in jobs below their capabilities and struggle to make professional progress - they can't market their value effectively!

Many years ago, I was in a similar situation. I worked in administrative roles and slowly climbed my way into lower management, but I just couldn't make further vertical progress, no matter how hard I worked. I knew that I was capable of much more. It was frustrating and depressing. My lifestyle was suffering.

I was missing out on all kinds of benefits; potential employers were also missing out on getting the best out of me. I was stuck in roles below my natural level. It was a lose-lose situation.

After many attempts to improve my chances at being successful and make progress, such as changing the look of my CV and LI profile to be more organised, colourful, and more professional, nothing helped. I just wasn't attracting the attention that I wanted.

In reality, instead of opportunities chasing me, I found myself needing to chase generic roles similar to those I had had before. I didn't quite realise that going sideways wasn't making real progress, but eventually I got it; the reality was I was just another generic employee, so to progress, I needed to differentiate myself.

But exactly what did I need to do to gain control over my life?

Suddenly, it all clicked! I realised that the solution was not just waiting for 'better luck next time'. Things were never going to change unless I changed how I saw myself and presented my data.

As a generalist, my base value was set by how others saw me and that was how I presented myself to others. My mindset told me that if I work in a particular level job, earning that level salary, then that must be who I am, that's what I do and that's all I am worth.

I realised I was never going to make progress that way. It wasn't the right approach at all. I wanted to go vertical, but I was focusing on my historical roles rather than my capabilities to do more.

I was talking in the wrong language (so to speak) to interviewers.

The lightbulb moment was the reality that although I was a skilled professional in my job, I wasn't skilled in selling myself and my ego was holding me back from seeing this. My data represented me poorly - it was self centric and even ego centric in some cases.

I focused too much on myself and what I had done in previous jobs in lower levels and what I wanted to achieve, rather than being client centric and show what I offer as a specialist in higher level situations and can bring to the table in the new role with my skills.

Presenting oneself based only on past achievements does little to separate one candidate from the other candidates. You need to make the interviewers see the value you bring more powerfully.

I realised there had to be a solution to this problem, so I set about developing a unique approach to change the way we see ourselves and identify our passions to find out who we are professionally.

It's the key to success and happiness. There is no sense to target a generic job that you don't really want or enjoy doing.

Focus on solving just one professional problem and specialise in it. Aim high and set your price based on the value of your deliverable.



HOW MY OWN QUEST BEGAN

I want to share a little bit of my own journey with you and my own transformation. I specialised as a Business Analyst for 20 years in a large energy company in Australia, which also developed my analytical skills that underpin this concept.

After shifting my mindset into that of a specialist, I began to notice that many other people were not working in their best position and their skills and talents were being wasted, which this set the idea in motion to change things.

I started to help colleagues see their real capabilities and to motivate them to apply for the jobs that best suited them and, at the same time, I encouraged managers to look harder at their people and to help develop them and provide a meaningful and valuable career pathway to benefit both the company and the employees.

Later, I took my journey of helping people into another field - opening a language school teaching English to people in Europe so that they could advance their career and lifestyle, but a key discovery for me was that most people here were lacking not only English skills, but also the job application and interview experience that was necessary to successfully transition into higher jobs, so I began mentoring them to be able to win jobs that they were capable of doing, as well as improving their job related skills in English.

Fast forward a few more years to the present and I provide a highly customised programme simply named Win Every Day™ to help all kinds of people identify their career dream and focus on reinventing their approach to be able to achieve that dream - their ultimate job.

The main outcome is that everybody can reach a position reflecting their real value. Step out of their comfort zone and jump up a level or two by preparing themselves and their data to match the position that they are best suited. You can do this too!

Let your attitude be your reason to succeed.

Looking back over many years, it has been a rewarding and exciting journey for me and it's far from over.

Whether your journey is just starting out or perhaps you have decided to change course, this guide is for you to help you to learn more about how to take the right path to lead your best life.

I am a specialist, I enjoy it, I help people find new meaning in their life and to be more successful. This is why people choose me to help them.

I hope that you learn a lot from this guide and then put these valuable ideas to good use and improve your career and lifestyle opportunities.

Best of luck!

Philip Le Mottée
Building career specialists

Designer and creator of Win Every Day™ and My Ultimate Job™

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PART 1

BECOMING A SPECIALIST



AND SHOWCASING YOUR VALUE



HOW ARE YOU?

You probably think you know yourself pretty well. Perhaps you have been working in your particular field for a long time and have a lot of skills and experience and believe your career path is clear to you, but does your past define your future? Will your current career path lead to your best life?

Do you even enjoy your current role? Does it bring you satisfaction? Is your salary at the level you are worth? Is there a niche market for your skills? How is your lifestyle? Is today the day to reinvent yourself?

These and other factors, such as what are you truly passionate about, require an introspective look deep inside ourselves to know who we are and what we really want and are capable of doing and delivering. Remember, to make real progress, you must aim high!

Importantly, earning what you are worth is only one of the objectives. Other important goals are to balance the flexibility of your time, achieve the right level of responsibility, opportunity and benefits for your satisfaction. When you understand and have completed this concept, you have identified your ultimate job.

Choosing a specialty and uncovering your value:

The starting point is to identify the specific problem you are able to solve and want to solve. What is your field? How big is the market? Are you qualified? Are your conditions achievable? Do you enjoy it?

The next step is to define your key deliverable. It's your specialty and you need to show your value clearly and concisely in a single statement such as in this simple example:

“Sales Specialist | closing the deals others can't | to increase profit.”

Once you know who you are and what you deliver. Everything afterwards revolves around this information and can fall into place.



KEYWORDS ARE KING

Identifying who you are professionally includes establishing a list of powerful keywords that describe you, your skills and your accomplishments that connect you to the aspirational job that you seek, the problem you are able to solve and your key deliverable.

This means positioning yourself as an expert for your aspirational role through these high-value keywords.

The importance of keywords can't be overstated - they are the bridge between you and the the role.

Keywords are vital to get your CV through Applicant Tracking Software (ATS) in the first instance, but you also need to know exactly how to present them so that you add real value and successfully position yourself as the candidate of choice by taking a client/role centric approach. Compare these simple examples below to see which is more compelling:

✗ EGO CENTRIC - your wants 🤔

I want new **challenges** so that's why I am **interested** in this **IT cloud sales** role...

✗ SELF CENTRIC - your history 🤔

I have 7 years **experience** in many roles in the **IT industry**...

✓ CLIENT/ROLE CENTRIC - your value 🥰

As a **specialist** in **IT cloud sales** with many years of **experience**, my **proven record of increasing sales results/profits by an average of 8% year on year** will be a significant **benefit** to **XYZ**. My skills strongly support my vision of delivering similar results to you in this new role also...

I strongly recommend following the client centric approach throughout your journey in transitioning to a specialist.



MAKE YOUR CV STAND OUT

Exactly what makes a CV stand out? Colour? Font? Format?

No, data. Relevant and value-adding data!

Of course, your CV should look professional (that is a given), but nobody will hire you just because your CV looks nice. ATS programmes don't even care about looks and, in some cases, you need to submit a CV that follows a certain standard, such as the Common European Framework (CEF) - high quality data is key!

The first thing to consider is the specific purpose of a CV. It is **not** designed to get you a job, nor to help you respond at the interview, its **only** purpose is to get you an interview, so don't compromise it by filling it full of noise and distractions.

Your CV should focus on satisfying (or exceeding) the intention of the criteria of the job you seek (aspirational or real). Use powerful keywords to connect you (as mentioned earlier) and write sentences with a client/role centric focus to attract genuine interest.

Don't go off-topic by talking about things that don't add value.

Understand that what you feel is a positive, may be taken as a negative, so be careful to avoid mistakes. An example - Hobbies: "I like mountaineering, skydiving, downhill skiing and scuba diving".

This might seem to show that the candidate is an active and healthy person, but it adds little or no value to most jobs and an employer might even see it as risky activity that could result in you missing days or weeks from work and it could therefore work against you.

Your CV requires a lot of thought and effort to make your data consistent, relevant and value adding, so don't rush it. Focus on making it 'data rich and emotion poor' (powerful facts not feelings).

You only get once chance for a first impression. Make it a good one!



OCUS YOUR LI PROFILE ON SHOWCASING YOUR DELIVERABLE

Your LinkedIn profile is somewhat different to your CV, due to having limited control over how you can present your data.

Additionally, it is passive, that means you are positioning yourself to be found by a variety of unknown headhunters, rather than applying for specific jobs. In other words, it has to impress a wider audience and call them to action.

For people trying to appeal generally for numerous kinds of opportunities, they broaden the scope of their skills, but this results in 'watering down' their strengths and lowering their value because it becomes harder to see their best skills and key value. If they distill them too far, they become generic.

However, as a specialist, your boundaries are narrow and clear, so your LinkedIn profile is a great tool to market yourself for a specific kind of role without 'watering down' your value.

Your profile needs to contain very specific keywords from your specialty that will help LinkedIn present your profile to quality headhunters.

All of this means that your LinkedIn profile also needs to be 'data rich / emotion poor' and presented in a very specific way that attracts more quality interest.

This is true for other digital media that you may utilise.

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PART 2

NAILING THE INTERVIEW



AND THEN THE NEGOTIATION



INTERVIEWS ARE OPPORTUNITIES

Most people dread interviews. They are suddenly in the spotlight and worry about what questions they are going to face and don't want to look stupid with poor answers.

Typically, you need to do research on the company, which is not always easy, and then try to imagine what questions they might ask. There are so many possibilities that under-preparing is a common problem.

There is a lot riding on your responses, so developing impressive and value adding answers is enough to make some people panic and even cancel the interview.

But interviews don't need to be so scary. By being cleverly prepared, it's a chance to impress, to position yourself as a person who can do things that the interviewers themselves perhaps can't.

As a specialist, you are targeting a very specific role, in which the kinds of questions will mostly be similar from interview to interview.

The following pages talk about how to pre-empt the kinds of questions to expect, how to create a 'pool' of great responses that you can draw on to satisfy most of the key questions that you are likely to receive and how to capitalise on this, to not only succeed at landing the job, but also to be in a better position for negotiating your working conditions and compensation package.



THE SPECIALIST'S APPROACH

The typical approach people take with generic jobs is to try to focus on preparing answers for common questions and hope to get lucky with the rest of them by providing ad-lib answers.

More often than not (90% of the time), the answers have insufficient value and they miss out on the position - remember from the *Statistics Tell the Story* page that only 1 person from 10 candidates interviewed gets chosen - 90% will FAIL - so taking the above approach pretty much guarantees being part of that 90%.

A specialist takes a very different approach. They prepare a pool of high-value information (data) that is focused on their strengths of their specialty and the value it brings, in which they draw on to answer a wide range of questions with high value. They focus on demonstrating and marketing their value, rather than themselves.


Think about this: Imagine going to an interview and they gave you just ONE question: "Take 10 minutes and explain why you are the best candidate for the position." How would you answer it? Many would just ramble without structure and go off-topic and appear far less capable than they might actually be because they aren't ready.

Try it out right now!

Imagine how much better you would have been if you had had advance notice of this question and time to prepare.

Of course this may not be a typical interview situation, but what is important to see is that if you had prepared, your pool of data would contain all the value adding information about yourself that connects you to this position.

You wouldn't miss anything that you think can help you and you would leave out data that are unhelpful to stay under the 10 minutes. You would articulate a beautiful sales pitch of yourself that covers every value point you have.



Now compare that to a typical interview in which you have no control or knowledge of the questions that will be asked. You get a limited number of questions to provide specific answers, which likely places limits on your chance to sell your value points. Perhaps you would only cover 25% of your pool of personal data, significantly lessening your chance to sell your value.

As a specialist, you need to develop a structured set of powerful responses, full of value, that you want the interviewers to hear, regardless of their questions, so prepare a powerful 'sales pitch' that can link more data together to answer questions. In this way, you are in control of the messages that you send.

For example, let's say you really want to talk about your recent accomplishment of implementing a new solution step for sales, but none of the interview questions that have been asked directly let you lead into this information, so you need to mention it in an indirect way in responding to a question, such as: 'What do you bring to our company?'

✗ (Direct answer - no additional information)

"I have worked in sales for 10 years, so I bring a lot of experience".

✓ (Indirect answer - additional value-adding information)

"Well, I recently implemented a new solution step in my previous role, which doubled our sales, so my intention is to utilise a similar solution here and boost company profits".

In this way, you are drawing from your pool of valuable data to ensure they see the best of you by connecting several facts.

In other words, you need to develop 'mix and match' answers that provide the highest value.

Do this by choosing likely questions for your specialty and build powerful responses from the pool of data you have amassed and practice responding by varying the questions slightly, until you have mastered value-adding answers that are quite independent of specific questions.



WHAT ARE INTERVIEWERS REALLY LISTENING FOR?

Although a question may seem quite clear and specific, e.g. 'what could you have done better in your last job?', there can be a deeper message they are listening for, such as how well you organise your processes, whether you shift blame, whether you failed. They can be listening for whether the problem was created by you, whether you had a system of improvement in place etc.

Therefore, it's vital to understand the type of message that is important to the interviewer when preparing your responses.

My personal clients use a matrix that I developed which cross-match the categories of questions with keywords etc. as one of the tools to guide them to ensure responses are meaningful.

Even though you want to provide an answer to the question asked, be sure to cover the underlying message as well and include value-add information to strengthen every response.

Interview questions are a fantastic opportunity to demonstrate that you are the specialist that you say you are and provide the confidence they need to see that you have a solution to their problem and are able to implement it effectively.

Answers that take in the deeper meaning help position you as the candidate of choice by demonstrating your understanding of the bigger picture.



CONSTRUCTING VALUE ANSWERS

Answers that don't match the criteria or aren't job focused bring little to no value to the interviewers. For example: "I am a happy person" has no value in the selection process. Another example: "I am a team player" demonstrates nothing and is usually an expected characteristic anyway, however, if it is mentioned in the criteria, such as provide 'character references', then provide a response that powerfully demonstrates the role you played to help the team succeed and some feedback from colleagues etc. of your character.

For many behavioural answers, the STAR approach is often desirable (Situation, Task, Action, Result), however all answers should include a consistent three part approach in which 1. historical context (e.g. success) is provided, 2. the situation it is useful and 3. The client benefit is your vision and selling point.

As mentioned earlier, answers should usually take a client centric approach rather than a self or ego centric focus.

Consider the three answers below to see which is the most attractive to the client:

✗ EGO CENTRIC - your wants 🤔

"I like working in sales, so I am very interested in this new role."

✗ SELF CENTRIC - your history 🙄

"I have been working successfully in sales for 7 years and often exceed my targets."

✓ CLIENT/ROLE CENTRIC - your value 😍

"As a specialist, I have a lot of product knowledge and expertise. Having grown the number of sales in a tough economic environment by over 25% in the last year alone for my previous company, which represented an additional €750,000 in profit, it is my target to bring a similarly appropriate result to this new role."



BEATING THE OTHER CANDIDATES

"It's not necessarily the best candidate that wins; it's the best prepared candidate." Remember that!

Beating the other candidates means not just presenting yourself as a better 'candidate' generally to the interviewers, but a more valuable one. A problem solving specialist.

When preparing your data and yourself for a new position, identify the specific need or pain point that the company has, in which the role is focused, and concentrate your responses around that.

Do they need a better manager? Are sales too low? Is their approach wrong?

Do your research, prepare multiple alternative solutions so that you can show your value, depending on the situation.

For example, Let's use a company that is looking for a new Sales Manager, who will be responsible for managing a team and of course achieving targets. Imagine that this company has an ongoing problem with the team that they are not well trained and often fail to reach their targets. In this case, you may need to show that you are able to provide quality training and bring the best out of others so that the team can succeed.

Alternatively, imagine that the main problem is that potential customers are not open to the current pricing point. In this case, you may need to demonstrate a different sales technique that improves their willingness to buy.

You're the specialist and solving problems is what you do. Make sure the interviewing panel realise this!

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WINNING THE NEGOTIATION

Although beating the other candidates might seem like the main challenge, winning impressively is far more important.

If you win by default, simply because the others were not acceptable, then you are not really in a position of power. Your salary will likely only be at the base level and other conditions will reflect the company's standard practices. You will therefore not be in your best job.

On the other hand, if you succeed in winning the job due to your high-value specialty, their need for you is greater and your worth is higher.

To win a negotiation, you need to be in a position of power and to know what you are worth, what you seek, as well as your red lines.

Be prepared to walk away if necessary because your ultimate job is above your red lines. If they offer you less, it's not your ultimate job.

How do YOU calculate your own value. What are you worth? Why?

How do you want your compensation package split? Salary and what else do you want?

Do you expect a company car? A parking place? More leave days? Additional money paid into your retirement fund? What else?

Know your worth, determine and calculate the way you want your compensation split but be prepared to adjust it in ways that reallocate your compensation, not deduct from it.

For example, if they won't include a company car, you should be aware of the value it means to you and seek a higher amount in salary or other conditions, or else your overall value has been reduced. Be clear, be reasonable and be strong.



SATISFIED SPECIALISTS

I have mentored and helped many people change their life. Here are just a few of them. If you have learned even one new thing, you are in a better position today than yesterday to reach your goals.

**Peter Kanischew**

Senior Product Owner at
CARIAD

June 8, 2021, Peter was a
client of 🇺🇸 Philip's

When a friend recommended Philip and his coaching to me, I didn't know what to expect because I thought I already knew how to sell myself and my skills. But Philip helped me to reach a whole new level! With his training I was able to maximize my chances to get a once-in-a-lifetime job. I do highly recommend him and his training! [See less](#)

**Matthew Barton**

EMEA Sales & Expansion
Manager @BTS -
Software Development,
Team Extension &
Outsourcing

May 3, 2021, Matthew was a
client of 🇺🇸 Philip's

As a business professional, Philip's coaching has been the missing factor needed to propel me to the next level. Not only did Philip's coaching help me to successfully land my dream job (and many fantastic offers along the way), it also helped me to become a specialist and highlighted any blindspots I had from believing I could tackle my career goals alone. I can't recommend Philip highly enough and look forward to working with him again in the future.

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[See less](#)

**Edwin Tim Klimkeit**

Sales Leader - Optimist
and Digital Rockstar

May 3, 2021, Edwin Tim was
a client of 🇺🇸 Philip's

I was at the training with Phil and can absolutely recommend it, it will empower your future applications.

**Yao Schultz-Zheng** 🇨🇳

**Lean Business
Transformation**

🚀 Reinvent business
success from OEM to a
high-tech company for
sustainable future
mobility, connect work
and life | purpose-driven
lean business & digital
transformation specialist
| keynote speaker

March 19, 2021, 🇺🇸 Philip
was a client of Yao's

Phil is an expert in personal branding and has a sensitive insight into human nature and industry trends. He inspired me to choose right key words to build my personal brand and target right position to sell my unique added values. I strongly recommend his advice to those who wish to build personal brand as a specialist to stand out from the crowd.

[See less](#)

**Martin Kalkuhl**

TRUE CLOUD Evangelist -
NetSuite Partner

July 16, 2021, Martin was a
client of 🇩🇪 Philip's

One fine day Phil reached out to me offering his services. As this happens a lot I wasn't putting a lot of attention to it. When I did have the few extra minutes my stomach said "why not" and I checked Phil's profile and made contact. Today I am super happy about that decision.

As Peter and Matthew commented I thought I had enough experience. But I wasn't aware of those extra tips/tricks/hints that Phil showed me in just 2 weeks.

From the business point of view: if you like to sharpen who you are, find the maybe important missing focus for your self - Phil can definatley help you.

And privately: Phil's a super nice guy - Aussi, what else could he be :)

Many thx, Phil for your help. I am using the outcome of our talks every day !!!
Stay safe [See less](#)

**Michael Rohrmueller** · 2:12 PM

Alright:

I am currently finished with "Discovering yourself" and "Describing your talents".

I will have some lunch and then I will continue with "Refining your talents".

I am really enjoying this!



NEXT STEP - BECOME A SPECIALIST

By following the 10 steps outlined at the beginning of this guide, you will put yourself in a better position to decide the best job for you, create a brand that represents you in your CV and LI profile, as well as be prepared to market your value at an interview.

In addition, you will be better able to negotiate the salary you deserve and the conditions you want.

If you haven't already purchased the Win Every Day™ programme to help you succeed, or if you want a personal mentorship, email work@myultimatejob.com to get access to everything you need to be able to apply the knowledge that you have learned in this guide so that you are ready.

Your dream job is out there waiting for you. Go get it!

The Win Every Day™ specialist's toolkit includes:



Specialist transformation tasks (Google optimised spreadsheet)



Set of information booklets



Blueprint to Transition to a Specialist



Keywords: Personal list and 500 most popular list



Matrix of what signals interviewers are listening for



The main categories of interview questions



Examples of how to answer specific questions



The STAR method of answering behavioural questions



Build your own Job Title and Brand Statement



Instructions and table of examples



Build your own Compensation Package



Instructions, table of examples and template