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## ***Answer the Question, Why Should This Company Hire Me?***

**I**f you don't know why a company should hire you, it is a good bet the company won't know either. You know yourself. You know your capabilities. After you have researched your target company, you are going to gain an understanding of how you can help the company, in the short term or longer term or both. How you can help is how you can sell yourself to the company.

Think as if you worked for the target company. What would you expect from someone with your skills? Your answer as to why the company should hire you has to in some way involve the economics of the company. Your answer, for example, might be one of the following.

The company should hire me because:

*I can sell more of their products.*

*I can help collect overdue accounts.*

*I can better train the truck drivers, thereby reducing accidents and late deliveries.*

*I can negotiate lower interest rates with the banks.*

*I can conceptualize and introduce new products.*

*I can reduce the costs of their telephone systems.*

*I can launch their products in China.*

*I can improve their product design.*

*I can reduce their product assembly time.*

*I can improve their advertising to generate more sales leads.*

*I can navigate government bureaucracies and speed up product approvals.*

Ultimately you will be hired, and ultimately your success will depend on how well you help the organization prosper. Prosperity depends on having customers. It is everyone's job in the company to help the company get and keep customers. If you can demonstrate how you will get and keep customers, any good company will hire you.