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Weekly General Meeting and Location

Mondays at 10:30 AM
First United
Methodist Church
Basement Meeting Hall
48 West High Street
Somerville, NJ

Useful Links

- [NJ Department of Labor](#)
- [Job Search Websites](#)
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To Market, To Market

By *Randall Andreola, Managing Editor*

aka "The Man from P.S.G.C.N.J."



Seasoned advertisers understand that most sales are not closed by declaring the winner of a tally of boasted attributes, but rather by an emotional response to the best answer to the question –what's in it for me?"

As a former advertising executive, I have been very pleased at the new theme running through recent PSGCNJ meetings, that of marketing yourself to prospective employers. Last month, our *Speaker's Corner* elaborated on the concept of –Positioning Your Career," that is, telling your story from your customer's (target employer's) point of view. That piece was nicely—and coincidentally—punctuated by a recent inspirational talk by one of our new Monday-meeting moderators, Joe Himelfarb. Check out Joe's summative commentary, "Selling Yourself," in this month's *Speaker's Corner*, as well as J.C. Paradise's *Hired Learning* landing story, a first-hand testament to the power in adopting the customer-focused approach. And be sure to look to next month's edition as we take a fresh look at resume writing from a marketing point of view.

Featured Stories In This Issue:

- HIRED LEARNING" – *How I Landed My New Job* by J.C. Paradise
- SPEAKER'S CORNER" – *Selling Yourself* by Joe Himelfarb
- PSGCNJ EVENTS" – *Alumni Night Reminder October 9 & October 6 Job Fair Revisited*
- INTERVIEWING INSIGHTS" – *Salary, the Dreaded Question* by Maureen Koenen
- SUBMIT YOUR BIO" – *Handy link to PSGCNJ "how to" webpage*
- HEALTHY, WEALTHY & WISE" – *Blessings in Disguise* by Rob Wederich

Hired Learning

How I Landed My New Job

By *J.C. Paradise, Director, Product Development, Health Strategies Group*

Six months of using various resumes that positioned me as an experienced leader in market research, strategic marketing or project management had resulted in many interviews but no offers. I had great skills but I was asking the hiring managers to imagine how those skills would solve their immediate business problems. I finally decided to step back and ask –what do my customers (the hiring managers) want?" I knew from my own market research experience that increasing revenues from existing products and developing new products that are profitable in the very first year are near universal key business pains. I also knew that most companies suffer the inefficiencies of having as many new product development processes as they have product managers.



Based on this information, I decided to use my success developing profitable new products to rewrite my resume as a new product development expert. This rewrite highlighted a business problem most companies have, and presented my successes solving problems of this type. This approach also re-positioned my market research expertise as a tool to increase bottom-line new product revenues rather than another skill that –might" someday be useful.

This customer-focused approach to selling myself successfully landed me a promotion and an increase in pay during the deepest part of the recession.

Copy Editors:
Randall Andreola
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**We want to hear from you —
CONTACT US:**

psgcnjeditor@yahoo.com

The Net Net:

- When selling yourself, the hiring manager is your customer. Find out what business pains they have today and demonstrate how you have solved those pains.
- Your skills, education, and experience are only valuable if they have directly improved revenues, profits, costs, or time to market. Having multiple degrees and certifications is meaningless unless you can point to the bottom-line business benefits they helped you deliver.
- Always counter-offer, especially if you are using a recruiter. Companies expect it and recruiters stand to make more if your compensation package increases. Let your recruiter do what they do best and negotiate the best package they can. You have nothing to lose.
- With small staffs becoming the norm, cultural fit is very important. I had nine interviews to land my position and only three had to do with my ability to do the job. All the others were intended to see if I would “fit in” with the business culture. The assessment criteria “plays well with others” is just as important in the workplace as it was back in grammar school.

Good luck.

Recent Landings

Our congratulations to these PSG members who have moved on. This is only a partial list, and includes their company names and titles where known:

Tony DiVincenzo, Cegedim Relationship Management, Sr. Technical Project Manager

Elaine Messina, Genewiz, Human Resources Administrator

Linda Pilkington, Foundation of UMND, Director of Development

Haiqing Qu, A T & T, IT Consultant

Stan Sikora, National Safety Compliance, Contract Safety Inspector

Robert J. Tanenbaum, MPG-Media Planning Group, Sr Software Developer

Stacey Vanliere, RDM Co. Administrative Asst

These members also landed recently, but no additional information is currently available: **Richard Sean Burns, Richard Freeman, Kuldip Luthra, Jay Shukla, and JoAnn Terry-Fails.**

Speaker's Corner

Selling Yourself

By Joe Himelfarb, Co-Chair, Programs Committee



When you go on a job interview, remember that you are selling yourself.

Therefore, assume the role of a salesperson and treat your interviewer like a customer.

Accordingly, the conversation should focus on them, not you. The issues addressed and discussed should be theirs not yours.

I am not suggesting that your issues are not important—they are, but not as important as the interviewer's—and certainly not at the interview. So check your ego at the door and remember that it's about them and not you.

If you remain focused on better understanding where they are today and where they wish to be tomorrow, you may just be the answer to their prayers. That can happen if you ask questions that demonstrate your concern for them, their issues, and the problems they are trying to solve. It's here where you can be their knight in shining armor by sharing some of your successes that show how you can help them.

Rest assured, giving you a job is not their concern. Their concern is getting their problem, stuff, issue, headache, or whatever else keeps them up at night resolved. In their mind, nothing else matters. Not how long you've been unemployed. Not why you're unemployed. Or anything else that has to do with you.

Did I mention that it's about them and not you?

PSGCNJ Events

Reminder: Please Plan to Attend our Alumni Night on November 9.

Our PSGCNJ Programs and Network Committee is sponsoring a social networking event at the STONEY BROOK GRILL (formerly New Orleans Family Restaurant) located at 1285 Easton Turnpike, Route 28 in Branchburg, NJ 08876 (908-725-0011) on November 9, 2010 from 6:00-8:00. The cost per person is \$13.00.



This gathering will provide an opportunity for you to network with former PSCCNJ members who have landed and current active members of our professional group.

To add to the fun there will be a raffle as well!

PLEASE REGISTER BY NOVEMBER 5 TO SHOW YOUR SUPPORT AND TO ENSURE THE SUCCESS OF THIS EVENT. Pre-registration and prepayment are greatly preferred, but you may also pay at the door the night of the event.

For more information visit the [PSGCNJ Alumni Night](#) page.

Career Transition Teamwork:

Job Fair Extolled as an Unqualified Success

On Wednesday, October 6, 2010 PSG members coordinated and presented a very successful Job Fair at the Raritan Valley Community College Convention Center. Learn more about this event (and see what you may have missed) at the [PSGCNJ website](#).

We received the following letter of praise from one of our PSG partners. Be sure to avail yourself of these continued Job Fair opportunities:

The New Brunswick Chapter of PSG was happy to be invited to contribute to the Somerville [PSGCNJ] Job Fair and our leadership and members who attended were all highly impressed with the quality of the management and employers. A number of our members enjoyed positive "mini-interviews" and felt encouraged by their recruiters. Your Job Fair set a wonderful, high standard we hope to emulate and your willingness to work with other PSGs is a shot of adrenaline to PSGs statewide. Starting with the post-Job Fair meeting Wednesday, Oct 13, PSG New Brunswick will share opportunities to work together on two upcoming Job Fairs at the East Brunswick Public Library- Friday, November 8, and Monday, December 3; both from 10am - 1pm. We look forward to many opportunities to cooperate with Somerville and the other PSGs, and believe the Somerville event is only the first in a long string of mutually beneficial relationships we will enjoy in the future. Great job on the Job Fair, Somerville Team, great job!!!!

–The Marketing Team @ PSG New Brunswick

Interviewing Insights

Don't be Stumped by the Dreaded Question

By Maureen Koenen, Co-Chair, Marketing Committee

We have attempted in this column to deal with many of the challenges that an individual faces during the interview process. Getting both mentally and physically prepared for an interview is a practice that gets a little less painful with each occurrence. What does not get easier is second guessing the questions you will be asked and trying to decipher your interviewer's body language and verbal feedback.

Luckily, some days the stars are aligned just so and everything seems to be going your way when the much anticipated topic of –Salary Requirements” is raised. The conversation typically goes like this: –What are your salary requirements?” or –What compensation did you receive at your last position?” followed by an awkward hesitation on your part. Now, all your preparation on company background, skill



competencies, and social networking are put on the back burner. It is no longer –How can you fill our company’s needs” but –~~h~~ow much are you going to cost us?”

The website www.quintcareers.com advises, –Whenever possible, do not volunteer information about your salary history or your salary expectations or requirements in your cover letter, resume, or during a job interview. Information is power in job-hunting, and your goal should always be to hold on to your power as long as possible by delaying discussions about salary as long as possible.”

On the other hand, many sources say that being asked a salary question is a *good* sign, that the interviewer is actually considering you as a strong candidate. Unfortunately, many applicants rate this question right up there with –What is your age” or –Aren’t you too qualified for this position?” Once again, preparation is key.

Below are listed websites that can guide you through salary requirements. Use these sources to estimate the average salary and salary range for a particular position and geographic area in this current economic climate. If your attitude is –I have made \$150,000 plus bonus and, with all my experience, I will not take a penny less,” then it’s time for you to enroll in –The Art of Flexibility in the 2010 Job Market.” No one is saying you do not –~~des~~erve” such a salary; but in these unusual economic times, it is vital that you do your salary homework and then be prepared to speak knowledgeably about your salary range considerations.

www.monster.salary.com, www.cbsalary.com, www.glassdoor.com,
www.salary.com, www.salaryexpert.com, www.payscale.com,

Bios

Continuing our PSGCNJ members Bio drive...

Use this handy [link](#) to learn how to create, update, and submit your bio to the Opportunities Committee in order to be included in relevant listings offered to potential employers.

If you have already created your five-to-seven-sentence summary, send it directly to psgcnjbio@yahoo.com.

Healthy, Wealthy & Wise

By Rob Wederich

Monthly Proverb

“What seems to us as bitter trials are often blessings in disguise” –Oscar Wilde

Have you ever been in a job you didn’t like, but stayed on simply because you didn’t want to expend the energy to look for something better? I remember hearing one gal describe her job as, –~~being~~ in a velvet-lined rut.” The job wasn’t helping her grow, but it paid her well to follow the same routine day after day. That gal was Kathy Lee Gifford describing what it was like to stay on with Regis Philbin for 15 years.

As I recall my own past unemployment history, it was not unusual for me to find myself in a better job at the end of an anxious and sometimes lengthy transition period. This would cause me to wonder whether I should have been looking to change jobs earlier in my career. Often I would come to the conclusion that I probably should have been more proactive in seeking better opportunities, but I would also realize that between a full time job and a busy family life at home, there just wasn’t a lot of time left to squeeze in a job search. After all, the bills were getting paid and it was easier to just maintain the status quo. Being out of work is certainly a humbling experience, but it can also give us time to re-evaluate our career, an opportunity to find a more fulfilling job, and a chance to meet new people and learn new things. My last job was so enjoyable, I was actually thankful that I had been downsized from the preceding job so that I was able to obtain my last job. Hopefully, the same thing will happen with my next job.



On A Lighter Note

Top 7 Responses From People Caught Sleeping On The Job:

- "They told me at the blood bank this might happen."

- "Whew! Guess I left the top off the liquid paper"
- "I was testing the keyboard for drool resistance"
- "The coffee machine is broken...."
- "Someone must've put decaf in the wrong pot."
- "Boy, that cold medicine I took last night just won't wear off!"
- "Amen"

Heard a good employment-related joke lately? Please submit it for consideration to: psgcnjeditor@yahoo.com.

Disclaimer: We are NOT financial, legal, or medical experts. We are merely sharing ideas for you to consider. Furthermore, not every tip may be applicable or useful to every individual. Also, keep in mind that, while the Internet can be a great place to do business and find bargains, users should always remain alert of scams and disreputable people who pose a threat.

Money Matters

Money-saving tips helping you make ends meet.

1. **Free airfare.** Need to travel out of state to check out other job markets? Use a credit card like American Express Delta Skymiles® to earn redeemable points toward airfare with your day-to-day purchases. Don't use credit cards? Register your ShopRite PricePlus® Club card online or at your local store's courtesy desk to accumulate points toward Continental Airlines OnePass® miles while your card continues to earn you grocery purchase discounts.
2. **Quality at the right price.** Keep your eyes open for rummage sales, especially those operated by non-profits such as churches, visiting nurse associations, and others. Such sales often have quality items at dirt-cheap prices, and benefit both yourself and the non-profit institution. This could be especially handy if you need to shop for children around the holiday season. Make your dollars go further while not skimping on quality. However, do not wait for the Thanksgiving holiday rush—start looking now!
3. **Great sound at a great price.** Need a new mp3 player but don't want to shell out a hundred or more bucks for an iPod? Consider the Sansa Clip. It's small, about 1.25 in. x 2.25 in. x 0.5 in., has great sound, recharges on a USB port, easily navigates to songs, podcasts, audio books, etc., includes FM radio, and for audio book and podcast fans, it can resume playback exactly where you left off when you turn the player back on. Best of all is the price, around \$35 for 4 GB on Amazon.com.

Have a good money-saving tip? Please submit to: psgcnjeditor@yahoo.com for consideration.

Health Note

Trouble Sleeping? Exercise during the day, cut caffeine (especially any time after lunch), and skip that alcoholic drink at dinnertime. (Yes, though technically a depressant, alcohol can disrupt sleep patterns.) Exercise can be anything from a brisk walk or walking the dog to raking leaves or bicycling, and can help siphon off nervous energy, as long as it isn't done too close to bed time—in which case it could leave you so energized that you won't feel like sleeping! For some people, foods that contain tryptophan, like milk or turkey, can cause an irresistible drowsiness. Maybe the best tip? Don't fall asleep in front of the TV. The flickering images, not to mention the content, stimulate the brain. Try replacing television with light reading, soft music, or even a book on tape.