

Sell yourself if you can

In business circles it is not the done thing to sell yourself. That is the official version. In business circles it is essential and fundamental to your success to sell yourself. That is the reality. Selling yourself is an art, not a crime. If you find these ideas unpalatable you should stop reading now.

Interest creates engagement

There is a reason why this thought cycle starts off here. The idea of “selling yourself” is all too often taken the wrong way. It’s not about showing what you are capable of doing. In fact, it’s the exact opposite! It’s about showing how much genuine interest you have in the other person. Nothing is better suited to creating a strong sense of engagement than a genuine interest in the other person. What experiences they have had. What ideas they have. What values are important to them. What common ground could make you strong. This interest is always of greater value to the other person than anything else you could offer. Always. With one exception: if the other person can’t stand you.

Engagement creates added value

The engagement that arises from this interest is a good thing for both parties. It establishes a basis of trust from which many things are possible. This is the point at which you can legitimately claim that you have sold yourself. And with this it is also clear that “selling yourself” has nothing to do with prostitution. Selling yourself is much more a case of engaging yourself. It brings added value for the other person. It brings added value for you. It brings added value for the companies that are represented in this discussion.

Added value creates winners

We are not talking about products, performance and impact here. We are talking about interest, engagement and added value. It naturally follows that the exchange of products and services will function better against this background. Added value on several levels, as shown in this context, creates winners. Your opposite number feels like a winner because he trusts you and can rely on you. You feel like a winner because you are trusted and you can now prove your ability to perform.

Sell yourself if you can. Engage yourself if you can. Who can do it? Only very few people. The consciousness of the masses is still totally untouched on by this subject. The subconscious, however, is. According to Sigmund Freud, the “subconscious” refers to mental material that cannot be brought to the surface at will. Yet it is there. And it has an enormous influence on conscious decisions and actions. That is where the opportunity for differentiation lies. Work out for yourself how much potential you have. Do it today.