



EXAMPLE SPEECH:

Good Afternoon, my name is Eliza Walter and I intend to convince you today that I am the appropriate candidate to pursue a career in business to business sales, and poses the desirable traits to help fulfill your organisations aims.

I'd like to begin by outlining essential skills required by businesses that I have gained throughout my work experiences.

- Working at 2-3 jobs while attending university required a high level of organisation and attention to detail. I learnt how to manage my time and prioritise, committing to each employer efficiently and effectively.
- I have also had the opportunity to work together with a variety of teams to achieve common goals.
- Knowing how important leadership skills are, I have had extensive experience captaining sports teams and at the moment I am the captain of the two touch football teams I play in each week.

I am also very innovative, always looking for new and improved ways of conducting everyday tasks at work. Taking advantage of any “problem” and turning it into a solution.

Specifically from a business-to-business sales point of view I have had the opportunity to cultivate my communication and sales skills.

I have had a great deal of experience communicating to all different levels in a variety of circumstances and environments. For example;

- being self-employed as a nanny I've had to poach myself to potential employers, often of high caliber (convincing them to trust me and my decisions in relation to the welfare of their children under my supervision)
- working in the customer service industry of hospitality constantly gives me the opportunity to lead people into discussions of conflict resolution (often under duress)

- working as an administrator, I'm constantly liaising with people from all different levels of an organisation
- however, my most rewarding experience was when I volunteered at Norman Andrews house in Bondi (which is a drop in centre for the homeless). I was able to harness my ability to appeal to all different types of people and adjust my approach and communicative skills appropriately. I feel this is a skill that has also translated into the customer service and sales roles that I have already engaged with.

Why should I be selected for a career in B2B Sales?

I have worked as a sales person in the retail and service industry. I've learnt valuable sales skills such as people skills, consumer assessment, upselling products and services, questioning skills and closing techniques. And of course, always remembering "the customer is always right".

It is an ability to understand what a person needs, or wants, and delivering that need or want to them in a manner that is appropriate for both the situation and person. This means that at the same time understanding yourself as an individual but also a representation for the business you are working for. An attribute that is essential in any sales role, particularly those that are part of large, well-known influential organisations.

All of these positions have required me to possess skills where it was essential for me to convey my ideas and thoughts in a concise, effective and influential manner.

My thorough understanding of people, my ability to adapt and harness my communication skills accordingly, and people's trust and belief in me as a leader, make me the most effective type of person to engage in Business to Business Sales career.

My name is Eliza Walter and I thank you for this opportunity.