



A 10-Step Guide to Job Hunt Like a Sales Pro

Created by Marylin Schlamkow and presented by Build Your Edge.

This resource is designed to be used alongside Marylin's Build Your Edge episode, 'How to Job Hunt Like a Sales Pro'. Listen first as the conversation brings the ideas to life and gives the context you need to get the most from this document.

Introduction

Treat your job search like a sales pipeline and boost your odds of landing the right role.

Here are the 10 steps to take, from strategy to close.

1. Define your ideal customer profile

Think of your future employer as your ideal customer.

Ask yourself:

- What type of company would I love to work for?
- What kind of people do I want to work with?
- What kind of environment brings out my best work?

Use a blank page, scribble words, draw pictures; whatever helps you visualise. This is your North Star.

2. Understand your product (that's you)

List your:

- Key skills
- Strengths
- Certifications
- Core values
- Career highlights

This is your “sales inventory.” If you don’t know what you’re offering, no one else will.

3. Prospect smart, not wide

Stop spraying your CV everywhere. Instead:

- Match yourself to roles where you meet most of the requirements
- Use the 80/20 rule: 80% of your applications should be in your zone of strength, 20% can stretch you
- Skip roles that clearly don’t align; it’s wasted effort

4. Use LinkedIn as your CRM

Salespeople use CRMs to track relationships. You can too.

- Use LinkedIn to identify companies, hiring managers, and mutual connections
- Follow target companies
- Save jobs and log interactions
- Track who you’ve contacted and when

This isn’t stalking. It’s strategy.

5. Perform targeted outreach

Don't just wait for job ads.

Reach out with a message that includes:

- Why you're reaching out (a genuine reason, not just "I need a job")
- What you admire about the company or role
- What you can offer or solve

If possible, show you've done your homework, and keep it short, positive, and focused on them.

6. Share your work

Stand out by showing, not just telling.

- Share a sample project, dashboard, portfolio, or short voice note
- Keep it short and relevant. Don't overwhelm
- Ask for feedback, not a job

This builds connection and credibility without pressure.

7. Structure your story

In interviews and conversations, avoid rambling.

Structure your answers like this:

- Beginning → Middle → End
- Situation → Action → Result
- Fact → Emotion → Value

People remember stories, not CV walk-throughs.

8. Ask questions throughout

Don't wait until the final two minutes to ask your questions.

Treat the interview like a discovery call.

Drop in thoughtful, open-ended questions throughout to build rapport and signal genuine interest.

9. Close with clarity and confidence

Always close the conversation with a clear next step.

Try:

- "I've really enjoyed this. What are the next steps from here?"
- "Would it be helpful if I sent over a portfolio piece?"
- "When might you be making a decision?"

Be optimistic and respectful, not pushy.

10. Follow up (but don't hound)

Follow up within the timeline given, or if none was given, after about a week.

Be polite, upbeat, and brief.

Don't demand a reply. Instead, express continued interest and offer to answer any further questions.

Bonus: connect with your interviewers on LinkedIn to stay in their mind, even if this role doesn't work out.

Ready to put this into action?

Listen to the full episode to see how Marylin recommends you apply this to your job hunt.

 buildyouredge.org/community/podcasts/episodes/how-to-job-hunt-like-a-sales-pro