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**Newsletter - Issue No 3 as at 5 December 2011**

Dear Students and Graduates,

Give yourself an early Christmas gift - start working on your CV. As an experienced Careers Advisor, the most common problem I encounter with CVs at graduate level is that they can be vague and lack the **WOW** factor. Think about the person who is scanning through your CV in the midst of hundreds just like it. What are the key selling points that person needs to know about you?

You need to distinguish yourself as a WIT graduate whom they will want to meet.

- In marketing terms, know your **unique selling points** - USP and sell these up front in a visually accessible way. Making the recruiter's life easier greatly increases your chances of being shortlisted.
- You should include examples from your **work experience/internships** and from your extracurricular activities. Try to **demonstrate accomplishment**, initiative, leadership potential, communication skills, project management, problem-solving and the ability to work smoothly and effectively with others.
- **Tailor your CV** to every job for which you have applied. Remember, **companies will not bother with CVs that display typos and grammatical errors**. Think about the overall layout. Keep the CV to two pages.

Make the most of WIT Careers Centre. You can access online resources, vacancy services, request a careers appointment or email your query. Check us out today at [www.wit.ie/careerscentre](http://www.wit.ie/careerscentre)

Finally, when you see a job advertised, respond as quickly as you can. Even if a company doesn't specify a closing date, make sure your application reaches them as soon as possible.

Best of luck with your exams and have a great Christmas break

Angela and the Careers Centre Team



**DATES FOR YOUR DIARY - DECEMBER 2011 / JANUARY 2012**

**All Students**

5 December 2011 2.00.p.m. to 3.00.p.m. <i>(one hour only this week owing to Class Talk at 3.00.p.m.)</i>	Quick Query, CV, Interview and Application Advice	Careers Centre, Cork Road Campus
14 December 2011	Exams Start	Good Luck in Your Exams From Every one at the Careers Centre
23 December 2011	Christmas Holidays	Merry Christmas and a Happy New Year From Everyone at the Careers Centre
16 January 2012 2.00.p.m. to 4.00.p.m.	Quick Query, CV, Interview and Application Advice	Careers Centre, Cork Road Campus



**Destinations**

[www.wit.ie/destinations](http://www.wit.ie/destinations)

**Understanding the value of part time jobs**

**Question** I have a part time job to help support my studies. How can I use this to improve my employability?

**Advice** Many students get part time jobs in term time or work during vacations simply to earn money. However, these jobs, even if not especially glamorous, are useful sources of learning that can enhance your employability if you know how to make the most of them. There are four steps to maximising the value of your student job.

- [Never undervalue your experience](#)
- [Make the most of opportunities to develop your skills](#)
- [Reflect on your experience](#)
- [Learn how to make your experience relevant to new situations](#)

**Don't forget the Careers Centre is now on MOODLE - <https://vle.wit.ie/> - check us out!**



**postgradireland.com**  
first for further study



Hibernia College is currently accepting applications and conducting interviews for the March 2012 intake of its Higher Diploma in Arts in **Post-Primary** Education (HDAPPE). This programme is delivered using a blend of onsite and online tuition and is ideal for those who wish to continue working while studying for their teaching qualification.

The programme is accredited for the following 13 teaching subjects: Gaeilge, English, Modern Languages, History, Geography, CSPE, Mathematics, Physics, Chemistry, Biology, Accounting, Business Studies and Economics. Students **must** take two Teaching Methodologies (teaching subjects) as part of the course. If you are applying for Business Studies, Accounting or Economics the deadline for submitting your application is **December 16th**. The application deadline for all other subjects is **January 23rd 2012**.

The HDAPPE Programme Director will be hosting webinars (online seminars) during November and December which will give attendees an opportunity to listen to a detailed presentation regarding the programme and to ask any questions that they may have. Numbers are limited at these webinars so if you are interested in attending, please complete this [online registration form](#) in order to secure your place.

Additional information regarding this programme is located on the [Hibernia College website](#) and the programme application form can be downloaded [here](#).

However, if you have any queries about the programme, please don't hesitate to contact the College on (01) 661 0168 or at [academicaffairs@hiberniacollege.net](mailto:academicaffairs@hiberniacollege.net)

Dr. Nicholas Breakwell  
Vice President Academic Affairs and Knowledge Management



## Global Community Development Programme and Global Internship Programme

AIESEC is the world's largest student organisation, with 50,000 members in 110 countries worldwide. It offers two Exchange Programmes that provide students and recent graduates with amazing opportunities abroad - a **Global Community Development Programme** for summer volunteering experiences for undergraduates and a **Global Internship Programme** for final years and graduates looking for real-world, practical experience.

For more information, check out our website at [www.aiesec.ie](http://www.aiesec.ie), where you can also find the application forms for both Programmes. If you would like to receive an Information Pack about what we offer, please email [matthew.pitt@aiesec.net](mailto:matthew.pitt@aiesec.net) and we'll send one across to you.

For what are you waiting?



[www.prospects.ac.uk](http://www.prospects.ac.uk)



Are you a graduate looking for internships or struggling to get full-time employment due to a lack of experience? If so, point yourself in the direction of [Graduate Talent Pool](#), a government-run initiative designed to connect graduates with SMEs which have internship opportunities.

Graduates can search for internships in local areas and register to receive email alerts when new opportunities become available that interest them.  
<http://graduatetalentpool.direct.gov.uk>

The internship vacancies are vetted to make sure they adhere to national minimum wage legislation.

# CAREERSPORTAL.ie

## The Labour Market

The labour market is a term used to describe the relationship between the workplace (available employment) and the workforce (people, aged 16 and over, who are working or are available to work). A labour market is said to be healthy if there is enough work available for all those who seek it. Most countries in the world have some difficulty achieving or maintaining a healthy labour market.

In Ireland, as in other countries, the health of our labour market changes over time. In the years up to 2007 we had one of the strongest (healthiest) labour markets in the world. Now, as our economy is under stress, there are less employment opportunities and a growing imbalance in the number of jobs available to workers with the necessary skills, in some instances too few (i.e. engineers) and in others too many (i.e. builders).

The following links provide access to the main sources of information from which we determine the state of our labour market. It is worth noting that the predictions and commentaries made by economists, researchers and journalists provide information to be considered carefully, but we recommend that any predictions as to the future state of the labour market (2+ years) should be just one factor of many to be considered to guide your choice of career.

View a list of those occupations which are causing difficulties in our labour market from here:

[Search Now](#) >>



# Entrepreneurship - Selling Yourself and Your Business/Service

## Objectives

- To understand the principles of selling
- To think creatively / handle objections
- To empathise with your customer / client

## Selling is about.....



People

## Selling is about.....

- Honesty



## Selling is about.....

- Clarity



## Selling is about.....

- Adopting behaviours



- Listening



## Selling is about.....

- Delivering



## Where telesales differs?

- Not face to face
- Verbal vs. non verbal
- 7% happens in spoken words.
- 38% happens through voice tone.
- 55% happens via general body language.



## The Principles of Selling

The foundations of the most modern sales techniques lie in 4 stages of action - also known as AIDA

- Attention
  - Interest
  - Desire
  - Action
- ... but what Action?

Useful Sales Tip



## Creative Thinking

The 8 most common telesales objections:

- Too dear
- New product
- Have supplier already
- Quality issues
- Price flexibility
- Supply times
- Distance issues
- Too busy

## Know your prospect

**Focus on why they should buy - not their objections**

**Sell the benefits - not the product**

**Never rush the sale or the customer**

**Know your products, as well as the market - be a RESOURCE**

**Use explanations rather than excuses**

**Follow through with promises**

## What's the story?

- Where do you stand with the client?
- Weigh up your situation by ...  
A SWOT analysis
- Weigh up your customers situation

The full ppt is available on the Careers Centre Moodle site, under the Careers Centre Presentations/ Workshops Handouts section



## STRUT YOUR STUFF / CAREERS CENTRE LOCATIONS



### Have you got a few minutes tell us what you think? - The Graduate Barometer 2012 . . .

is a large-scale, independent piece of research into students' views on graduate careers and recruitment. Almost 5,000 students from across Ireland took part in our 2011 edition. Your views provide valuable insight and also help decide who makes the Ireland's top 100 graduate employers. Join in and enter our prize draw with two prizes of €1,000 and five of €500 up for grabs!

The survey takes just 15 minutes to complete. To take part, please go to - [www.trendence-gradbarometer.ie](http://www.trendence-gradbarometer.ie)

Thank you for your participation and best of luck in the prize draw!



Enter NOW - go to

[www.gradireland.com/challenge](http://www.gradireland.com/challenge)

or

<http://www.facebook.com/pages/Gradireland-National-Student-Challenge/26623332005531>

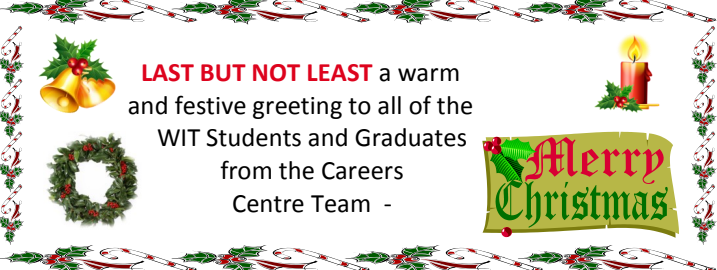
**Closing date Friday 9 December 2011**

### 2012 Marketing Network Marketing Student of the Year Award

The winner will get 3-months' paid work experience and Student of the Year perpetual trophy.

Full details on entry requirements go to [http://marketingnetwork.ie/?page\\_id=80](http://marketingnetwork.ie/?page_id=80)

**Closing date for entries is the end of May 2012**



### WHERE TO FIND US

#### Careers Office

Where we are - Front Entrance, Immediate left, Main Building, Cork Road Campus

How to contact us - Telephone 051 302038  
 Fax 051 306279  
 Email [careers@wit.ie](mailto:careers@wit.ie)  
 Website [www.wit.ie/careerscentre](http://www.wit.ie/careerscentre)



### WE HAVE MOVED the

#### Careers Information Library

to  
**TOP FLOOR**  
 Luke Wadding Library  
 Cork Road Campus

**NEW PHOTO COMING SOON, BUT DON'T WAIT FOR THAT, CHECK IT OUT NOW**

**REMEMBER** to register with the **Careers Centre** to receive quick, up to date information.

<http://www.wit.ie/CareersCentre/RegisterwiththeCareersOffice/>



[http://www.facebook.com/pages/WIT-Careers-Centre/164371466911273?](http://www.facebook.com/pages/WIT-Careers-Centre/164371466911273?ref=ts)  
ref=ts

**Now even better resources -**  
 Extensive "reference section"  
 Free Sector Booklets,  
 Monthly publications,  
 Careers Handouts,  
 Computers with careers search programmes installed for your use