



## Be an Elite Candidate

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An Elite is defined as “a select group that is superior in terms of abilities or qualities to the rest of a group or society”.

Elite means you are within the top 20% of chosen professionals within the ERP and Digital industry.

## Why should I invest my time in this?

We want you to see this as an investment which will pay off later as it will position you as a candidate of choice later on. It will enable you to enhance your salary positioning in the market and better compete with others in the industry for your employer of choice.

- So right now what is different about you?
- How do you compare to other candidates?
- Do you stand out from other candidates with similar skills & experience.

You may be able to give me a list as long as your arm but if it isn't presented in the right way you may as well crawl to the back of the line



### 1. Be clear on your goal:

So your working now as a Tester but what is your goal job and what are you doing to get there?

Have you ever had a situation where you have been applying for a specific job and keep hitting the same old brick wall of 'you don't have the experience', etc.... BUT really you do? If it's not clear on your CV it won't be clear to anyone else.



### 2. CV

We would like to offer the challenge of rethinking how your CV is worded and how it presents you.

**Tailor, Tailor, Tailor!** Your CV needs to be specific! Analyse your ideal job and its essential requirements – How does your skills/experience compare? Mirror your relevant skills to the job you're applying for.

**Keep it Updated** - there are very few people who remember to update their CV – trust me we have seen it all! This will lead to companies and recruiters assuming things about you. Be sure to include any relevant courses, job title changes and new skills to best reflect you at present.

## 2. CV

**Make it stand out!** Why would someone want to recruit you over someone who has the same skills and experience? if you are a digital designer think about designing your CV and using it as a platform to demonstrate your abilities.

## 3. Evidence

We strongly believe in all of the above, but if you don't have the evidence to back this up then you may as well be chatting woo woo.

For example;

**If you are a Developer;** What projects have you worked on? What tools and frameworks did you use? Do you have a GitHub page?  
What was the outcome and lessons?

**Digital Designers;** do you have a portfolio / Behance etc...? Is it updated with your latest work? Is it clear and easy to understand? Do all the links work?

**IT Sales professional;** What are your key achievements? what deals have you secured? Have you won any awards/ key wins? How did you perform against your targets?

*Regardless of your line of work it is vital that you provide evidence to show you have a proven track record and to assure them they are not taking a risk with you. This is how Elite Candidates think*

## 4. Qualifications:

State your industry specific qualifications plus those that you are currently studying.

One thing to mention, Don't lie on your CV!! You will get found out and waste your time. 'Oh you can code PHP? Great here is a test!' (you will look silly)  
Honesty is the best policy.



## 5. Personal brand: LinkedIn

Candidates use LinkedIn for many reasons nowadays and there are thousands if not millions of people searching for candidates.

We want you to think... if someone did a search right now for a PHP Developer in Cambridge or a Business Analyst in Birmingham whatever your chosen field is... Would you come up on page 1 of a search like that? If the answer is no, you should rethink your LinkedIn strategy.

**Keywords** - Add key words and skills into your LinkedIn profile – this will help you become searchable. E.g. Web Developer include key words like HTML / CSS / JavaScript / PHP etc.....

**Photo** – if you don't have a profile photo most people will be apprehensive about messaging you. It is advised to use a good quality, professional image.

**Job title** - Your title is very important; you will be approached with job roles that are similar to your job title!

**Write a summary: Include things like;**

- A brief overview of your experience (this is a brief and unique opportunity to sell yourself)
- How can people contact you?
- What are you looking for?

**Join Groups:** joining LinkedIn groups relevant to your line of work or industry boosts your credentials and improves your visibility on LinkedIn. It also keeps you in the loop on the latest industry news.



## 6. WOW factor:

who do you know in the market who can personally endorse you? Most people will be happy to endorse you especially if you did great work for them, all you have to do is ask.



## 7. Network with your recruiter

Whichever company or recruiter representing you, it is important to ensure they are prioritising you. Build a relationship with them so you are at the front of their mind. Give them information so they can sell you into your employer of choice and support you at every step.



## 8. Interviews

Whether it's a skype, face to face, assessment centre or assault course; if you fail to prepare, you run the risk of losing out on your dream job.

For an in-depth interview guide click [here](#):