



Helping span the transition to a new career.

May 6, 2009

Fred Firestone  
Principal  
Ethical Selling Institute  
7730 Carondelet Avenue, Ste. 106  
St. Louis, MO 63105

Dear Fred:

Please accept this letter of gratitude for the work you have done with the Businesspersons Between Jobs (BBJ.org) and our members.

On February 16<sup>th</sup> we were privileged to have you present to our group of approximately 150 people on the topic of: *Selling Your Competitive Advantage - Providing Prospective Employers with a Superior Customer Experience*. What impressed me most was that you opened many of our members' eyes to the fact that the reason an employer might want to hire them may not be the same as why they think the employer should hire them. Then you provided our members with a unique way to differentiate them not only in an interview but also in the process of networking. Your engaging style assured that the group stayed with you throughout the presentation, and what was particularly insightful was your four-step application of your "Ethical Selling System" approach to interviewing/networking:

1. Engage in discussion of prospective employer's needs/concerns in bringing on new hire.
2. Use active listening to ensure you're perceived to understand these needs/concerns.
3. Once prospective employer perceives you "get them," you transition from being just another "job seeker" to becoming a "trusted resource."
4. Once you have "trusted resource" status, communicate your value in a compelling manner – how your "benefits" address employer's needs/concerns.



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Your talk generated significant interest in your message and we appreciate what you've done to address this interest. Since the beginning of March you've offered complementary weekly two-hour follow-up workshops: *Differentiating Yourself in the Job Interview*. To date, each session has been filled. It gives me great pleasure to pass on some of the following comments we've received:

- "I feel this morning was a very worthwhile time, and should be a consideration for all looking for a new position. Fred's session I felt was a very big plus for enhancing my presentation of why a company should 'buy' me over another candidate. I feel that his suggestions and techniques are a plus to polish your homework for preparing for a job interview. I highly recommend this course to my fellow BBJ members."
- "Thank you for offering the invite for Fred's workshop. I took away a clearer picture of how I need to present myself and a better understanding of how to handle myself in an interview. This is life long process and I need all the practice I can get. I would love to have a part II to this meeting where we spend more time with actual role playing and immediate feedback."
- "I enjoyed the program immensely and have already initiated this new and in some cases increased understanding in both my profession and career search. I do recommend it for others and hope you also benefited from this experience."
- "I thought the seminar was well worth the time. Fred engaged everyone and was genuinely interested in all of us understanding his interviewing techniques. He gave plenty of time answering questions and he took the time to be sure we understood the concepts. I would highly recommend everyone to attend Fred's seminar."
- "I think we need every advantage we can get when it comes to securing a job. Fred's seminar gave me some helpful thoughts on how to differentiate me from



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some other job candidates. The hard part is putting in place the things we discussed. His strategy takes a lot of practice. The seminar was certainly worth attending. Thanks for inviting me."

- "The seminar was very valuable and used the techniques in my most recent interview."
- "I thought the seminar was very good and definitely worth the time. It is always good to accumulate ideas that could help in the next interview. It is great that Fred is offering this service."
- "The seminar was good. The workshop emphasized the importance of active listening. And, then being able to interpret what the interviewer (company) is looking for in a position, put a spin on it, and effectively communicate it back to become the trusted resource."
- "I really enjoyed the seminar. Fred's presentation is very engaging. The techniques that he teaches provide you with a strong approach to differentiate yourself during the interview. I would recommend it to anyone serious about improving their interviewing skills."
- "Thank you for coordinating the Fred Firestone seminars...I found the seminar to be invaluable in my interviewing skills. I have a friend (BBJ member) who has not seen the offer to attend this seminar. Could you please let me know if there are open seats in the upcoming classes?"
- "I have been out of touch and communication due to a recent move. The Firestone seminar was useful, especially the non-aggressive and interest based style he uses. (I hope that makes sense). Anyway, I learned something for which I am grateful."



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- "I really enjoyed the session today. Fred had some good ways on how to differentiate oneself in the interview. Thank you for coordinating that with him."
- "It was a very good program (Fred is a great guy) and the training is something I hope to put into practice for not only my search, but also sales and marketing duties where appropriate."
- "If I may, I'd like to contribute my two cents regarding Fred's seminar. I highly recommend taking advantage of this opportunity! Fred provides a strategic approach towards engaging a prospective employer on an emotional level during the interview process - realizing that most buying decisions are made emotionally (confirmed in logic). You will learn valuable techniques for communicating an awareness and understanding of the employers needs. As mentioned below, it's about conveying your Unique Selling Proposition through engagement."

Fred thanks again for all your efforts.

Sincerely,

A handwritten signature in cursive script, appearing to read "Robert C. Gergen".

Robert C. Gergen  
Program Chair