



There are two roles that play out in everyday life: there are BUYERS and there are SELLERS. The role you play determines your thoughts and your behaviour. Sellers have to work hard to capture the imagination and inspire someone to make the decision to buy. Buyers can afford to be aloof, detached, uncommitted and take their time to buy when it suits them.

Consider the shop assistant, the telemarketer, the entrepreneur trying to get seed funding. They are in a naturally submissive position compared to the buyer's dominant position, and the outcome will be defined by the buyer, not the seller.

Now consider someone who has been a buyer for most of their career, accustomed to the authority and control that this offers. Countless sellers have hawked their wares but the balance of power has always been one way. What would happen if this person was suddenly forced to become a seller and the stakes of their success will impact their whole life (finances, family, career, self-worth, confidence)?

This is the scenario facing executives in career transition and it's one that they have to come to terms with quickly if they are going to be successful. Yesterday, they were the interviewer (the buyer); today, they are the candidate (the seller).

But how do you unpack all of those buying years and accept that someone else is the buyer now? How do you learn the skills of a seller? Let's face it, it's a lot harder to sell than to buy!

Added to this dynamic is that in 2014, it's a buyers' market. Supply exceeds demand for senior executives in the Australian employment market which means that competition for each role is fierce. Executive candidates have to be at their best and those who fail to transition from a buyer to a seller will find this even more challenging. Technology has also played a part in the shift of power. The use of social media platforms such as LinkedIn means that the buyers (hiring managers, recruiters and search professionals) can "browse" the market and gather information more readily. LinkedIn is an essential part of the career transition armoury of every executive, however it is akin to advertising and therefore presents a degree of discomfort for many executives who are more used to being in control.

In our experience, here is how the balance of power has shifted.

I am a buyer EMPLOYERS	I am a seller CANDIDATES
<ul style="list-style-type: none"> • I'm time poor so I'll get back to people when I can. • I'm in control of the outcome. • I'm assessing and evaluating you. • I'm dealing with many important things that require my attention. 	<ul style="list-style-type: none"> • I have time on my side and I'm eagerly awaiting the news. • I'm NOT in control of the outcome. • I'm being assessed and evaluated. • I have one key goal upon which to focus my energy.

At HunterBligh, we understand that learning to sell oneself with integrity, poise and professionalism is critical to successful transition to a new role following redundancy and it simply doesn't come naturally to most executives. This requires a shift in capability, mindset AND behaviour. With one on one coaching, we help people make the shift and see the impact that this has on their "attractiveness" in the market.