

## 5 Rule 5

### We talk more about you than us

You know that person you meet at a party who spends all evening talking about her/himself? It's very easy to fall into the same trap, spending all our time telling our customers how great we are. Instead, we want to focus on how our customers will benefit from working with totalJobs.

This means framing each conversation around what our audience needs initially, with our solution to that need as the follow up.

For example, we would say 'If you're looking for a highly specialised skillset, your recruitment search could really benefit from the expertise of our experienced account management team.' We wouldn't say 'Our account management team has extensive experience and expertise across all industry sectors, including those that are highly specialised.'

Our account management team has extensive experience and expertise across all industry sectors, including those that are highly specialised.

As a general rule, we keep to a 70/30 split of audience/totalJobs focus, which can be adjusted depending on the function of the communication. For example, mass marketing and promotional pieces may be more 60/40; as opposed to individual relationship building and customer support, which might be more like 80/20.

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