

Because the job market is so competitive even the most qualified candidates are often overlooked. Job selection often comes down to how a person markets their abilities rather than their actual qualifications. Finding a job these days is about more than having the right qualifications, skills and experience it is about being about to translate those into viable benefits for the company you are applying to.

There are number of common errors that people make when applying for a new role. Even the most qualified candidates fail to secure a job when they make these fundamental mistakes.

- The job search despite what you think is not about you. Employers don't really want to know what you want or why you want the job. They want to know what you can do for the company, they want results and they want to know how hiring you will benefit them. Many highly skilled and qualified applicants spend too much time going over their qualifications without really relating them to the position and the company. They fail to make an impression because they haven't translated their skills into tangible results.
- Job correspondence is more about what you can do than what you have done. Sure it is impressive to see a decorative history of employment and achievement but without development it is virtually useless. You need to show not only what you have done but also what you can do. A resume should demonstrate how what you have done in the past makes you a viable candidate for the job.
- It takes more than qualifications to land a job. It is a mistake to think your qualifications speak for themselves. The truth is you need to sell yourself in order to get noticed. Having qualifications is great but they need a sales pitch that captures the audience's attention. Job seekers need to learn how to market their skills and how to interact with their audience in order to get the best results.
- The cover letter. Some highly skilled candidates don't even get past the first stage because they fail to make an impact with their cover letter. A cover letter is an opportunity to demonstrate what you can bring to the company. Employers won't even get as far as the qualifications if the cover letter doesn't sell. Outline a few main positional specific selling points and highlight your company knowledge in order to urge your prospective employer to read on.
- Poor job correspondence is to blame for many highly qualified candidates. Decorative format, fancy fonts and creative designs will detract from the information in your cover letter and resume. This is a mistake many people make. You need to grab attention but it should be through your content. Avoid going for a flamboyant approach and stick to professional and clean formatting.
- Electronic resumes. If you don't have an electronic resume that is formatted to optimize search capabilities you need to get one. Sending a standard resume via email or applying to an online job bank won't do the job. You need to have a resume that is formatted as a text file in order to give yourself the best chance of being read.