

The 7 Most Marketable Skills For the Job Market

By [Ken Anczerewicz](#)

While each employer and every different company is looking for specific things in its candidates, there are certain skills that every employer require. These are the qualities and traits that make you successful in a professional environment, no matter what type of company or business you work for, no matter whether your job is corporate or creative.

Here is a list of the top 7 marketable skills that employers are actively looking for in potential new hires:

- 1) Excellent written and verbal communication skills. Superb communicator who gets along very well with other team members and superiors. Being able to express yourself articulately is essential in the corporate world (and in every aspect of life!)
- 2) Able to build strong relationships. Companies want to hire people who get along well with other people. Show that you're a friendly person who has great interpersonal skills who enjoys being part of a team and contributing to group efforts.
- 3) Great work ethic. Employers want to hire people who will work long hours if necessary, put in extra time, and not complain. They want candidates with integrity and who take pride in their work. What they don't want are candidates who are simply looking to work 9-5 without any flexibility.
- 4) Computer-savvy. In this day and age you've got to know how to use a computer if you want to succeed in business. Put yourself a step ahead of the competition by creating a list on your resume of all the computer programs you're comfortable with and use regularly.
- 5) Problem-solving abilities. No job is without its bumps in the road. Employers want to know that you will be able to handle whatever comes your way with grace under pressure, and that you are capable of dealing with difficulty on your own if necessary.
- 6) Creativity. Employers want employees who can offer creative solutions to common problems. Being able to think outside the box is a huge plus, because it will help the company get ahead of its competition. Creativity can involve ingenious solution to save money, an artistic flair, or anything else that makes you stand out as unique.
- 7) Punctuality. Time is money, and being on time shows respect for others. Lateness (especially to interviews) is something no employer wants, and it may be the cause of an immediate rejection, no matter how great your other qualities are. The employer won't want to take a chance on an employee who may keep the client waiting!

Now that you know what's important to employers, make a point of either listing them on your resume or writing them up as part of your cover letter so that employers will know you actually possess them! All you have to do is turn each skill into a bullet point.

Jump-start search with these steps

are's how to get an
lge on classmates
to may want the job
u're looking for

foot in the door as quickly.
**Get help on your resu-
mé.** Look at career advice
books. Use a career center.
Find a human resource
professional to review your
resume. Warning: opin-
ions will differ as to con-
tent and format. Just do
your best to present your-
self.

**Make sure your written
communications** are free
of typos and grammatical
errors.

No textspeak. No emot-
icons.

**Record a professional-
sounding message** on your
cell phone. No music. No
gimmicks. Just your name
and a promise to call back
as soon as possible.

**Call back as soon as pos-
sible.** If a potential employ-
er calls you, run to the
nearest quiet place and re-
turn the call immediately.
Human resource profes-
sionals often say they can't
understand why they don't
hear back in a timely way.

**Narrow your applica-
tions to jobs** for which
you're truly qualified and
interested. You'll just feel
bad if you spray the land-
scape and don't hear back.

Attend career fairs even
if your target companies
aren't there. It's a good
way to practice your 30-
second pitch, your expres-
sion of interest in the job
with a reason why they
should hire you.

IN THE WORKPLACE

Ways to know your worth, and increase it

Experts say there are
myriad ways to get your
employer to give you
deserved recognition

By KRISCHER GOODMAN
MCCLEATCHY NEWSPAPERS

When Mika Brzezinski of
MSNBC's "Morning Joe"
discovered her salary was a
mere 7 percent of what the
network was paying co-host
Joe Scarborough, she
thought it was only fair that
she get a raise. But her
overtures to network exec-
utives to get a raise failed.
What finally worked was
asking in a confident,
straightforward way and
being ready to walk.

"I went in there knowing it
I was valued and knowing it
was up to me to get the
network to value me, too,"
Brzezinski writes in her new
book, "Knowing Your Value:
Women, Money and Getting
What You're Worth."

The whole concept of
workplace worth is scary to
many people. Yet it's what
separates the successful and
well-paid from those who
tagnate and remain under-

valued.
As the economy shows
signs of rebounding, we all
want 2012 to be the year we
not only know our value, we
increase it. The more power
and money you earn, the
greater ability you have to
control your own work
schedule and career direc-
tion. In the year ahead,
employers beware: 24 per-
cent of workers plan to ask
for a raise, bonus or promo-
tion and 41 percent expect
to get one, an Adecco Staff-
ing survey shows. Experts
say there are myriad ways
to get your employer and
customers to give you de-
served recognition and fi-
nancial worth:

Come up with a plan.

Lauren Zander, chairwoman
of The Handel Group, an
executive and life-coaching
firm, advises against waiting
around for "the company"
to recognize your worth.
Create a plan with your
boss that outlines how to
move up or get a bonus.

"The one getting the promo-
tion is the one generating
that conversation." Your
strategy should be to know

who the decision makers
are at your company and
include in your plan how to
impress them.

Learn a skill that's in demand.

As we have
learned, value is about sup-
ply and demand. Personal
branding expert Dan
Schawbel said you want to
become the expert in a
specific skill or topic that
coworkers and managers
need to tap. "You get bonus
points if it's a skill that is
important to the company
and you are known for it
within the organization,"
Schawbel said.

Go beyond your job de- scription.

I watched a col-
league of mine tell her edi-
tor to think of her if he ever
needed a hand with editing.
She also asked other editors
if she could shadow them.
Pretty soon, she was spend-
ing time with editors who
were above her in rank and
they were giving her work
to edit. It wasn't long before
she got the title and salary,
too.

Expand your circle.

Most
of us don't care for office
politicizing. We also don't

want to spend gobs of o
free time schmoozing. E
to be valued, you need
friends in every departm
of your company and in
business community.

Be a rainmaker. There
nothing that speaks loud
than a contribution to th
bottom line. It starts wit
thinking bigger, and it
comes with the advantag
of having more control
your work life.

**Make people see you
differently.** That may m
dressing better, moving
your desk to a different
location, losing weight a
increasing your energy l
or giving yourself a new
title. Just like a "new an
improved" household pr
uct, give the impressio
you've become new and
improved — and worth
more.

**Know the market and
bold:** Zander said you
should not be making th
same salary for more th
six years or charging the
same hourly rate for mo
than three years. "You'r
bad business person if y
rates never go up."