

## Help Wanted

### Video Script



Get some helpful tips on what to say about yourself in your LinkedIn summary statement in our short sales tips video.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

Clarity Advantage Corporation  
28B Junction Square Drive  
P.O. Box 1429  
Concord, MA 01742-1429  
978-369-4755  
www.clarityadvantage.com

Hi, Nick Miller, Clarity Advantage, here to ask you:

Is your LinkedIn profile a job posting or are you positioning yourself for your clients and prospects as an expert, a contributor... someone worth knowing?

**First, have you written a Summary?**

If not, your LinkedIn profile is a resume, a job ad.

If your profile starts like "Highly motivated and results-orientated professional with solid track record....," it's an even bigger job ad. You're saying, "hire me, I'm a good employee."

**However, if your profile starts like,**

"I advise family-owned businesses on real estate financing and assist them to raise capital quickly for opportunistic purchases," you're positioning as an expert, a value contributor.

**Here's another good one:**

As a branch manager and senior loan officer, I provide quick pre-qualifications and help home buyers align their financial means with the homes they seek." Another value contributor.

**One way to tell the difference.**

Are you focused on yourself or on the value or expertise you provide to clients?

Whether one is better than the other really depends on your purpose. Are you looking for a job? Or are you looking to attract people and increase your flow of opportunities and new business?