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**Section:** BUSINESS

**TIP DU JOUR: Be original, creative during the interview**

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Dan Silver, director of career development for Team Builders Plus in Cherry Hill, advises the following steps when a job interviewer asks you to tell her about yourself: Provide a thumbnail sketch. Reinforce the credentials that attracted the company in the first place.

Share your primary benefits. For example: "The primary benefit I have brought to organizations throughout my career has been reducing costs. Would you like a quick example? Create the image you want the interviewer to see.

Turn the question around. "That's a little bit about my background, Mr. Brown. With your permission I'd like to get a better understanding of what your needs are. How would you characterize success in this role six months from now?" The more problems you identify, the more you can solve.

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