

How to create 'Cut Through' with your interview, pitch or presentation – By Kathryn MacMillan Nine2Three Employment Solutions

By: Natalie Andrew

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In my role as Managing Director of [Nine2Three Employment Solutions](#), I often give presentations, be they Power Point, pitching verbally to a room of people, or a meeting about a strategic alliance in a coffee shop. So I love to read articles about **better pitching methods**, and while I have been doing it for a long time now (10 years for Nine2Three this year – in case you didn't know!) I never stop searching for new ideas to generate 'cut through'. You know **'cut through' that elusive thing that gets your email read, your proposal considered, your interview granted**. As marketing changes, so does the correct formula for 'cut through'. For example some people say that cut through can come now from the Post, as nobody sends anything via snail mail any more, but previously this was not the case. As you would know, I have vast experience in recruiting; have interviewed hundreds of candidates over the years from entry level workers through to executives. Cut through is extremely important to these candidates in order to get that interview. **If the resume is not well developed and matched to the role, an interview may never be granted, regardless of whether the person has the ability.** Then in the interview stage – what do you say and do to ensure that you create a memorable impression. You only have to look at our Senior **Consultant, Nicole Jorgenson's [vlog on Body Language](#)** to get an idea of how many aspects there are, to gaining 'cut through' in any situation. It occurred to me that the same points I read about in articles for delivering presentations, are the same points I would tell myself, when attending a meeting; or tell a candidate when preparing them for an interview. I believe the universal points of creating 'cut through', no matter what situation is, are:
Be prepared – do your research – the company, the client, what ever – know your facts on your target before you start.
Have the points you want to get across – know what it is you want to communicate to the target. You may never be asked the question that allows you to talk about this point, so work out how you are going to bring it up in the meeting/interview.
Have a goal – work out in advance what it is you are trying to achieve. If you know this, you can angle the meeting towards your goal. If you are unsure – what is the point of the meeting?
Listen and offer solution – Listen carefully to the pain the other person has and if you can, tell them how you can solve that pain.
Give Examples – people love to hear a story, it illustrates your point and gives people confidence that you really do have the experience you are talking about.
And lastly, but most importantly – **be human** – be yourself, down to earth, acknowledge your past errors, show empathy and be positive!

Love to hear anyone else's ideas about creating 'cut through' in any situation. Lets share and help each other!

Kathryn MacMillan

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