

Success at Interview

HOW TO FACE INTERVIEW

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PRESENTATION

1. Know the employer

Go to the company's Web site and learn about its products and services. What initiatives this company is taking? Who are its competitors, and what challenges this company is facing? Read the "news" section to pick up the latest happenings there.

2. Review the job

Next, zero down to the job that you are pursuing. What are employer's expectations in terms of responsibilities, actions and goals? Also note the job requirements-- qualifications, experience and skills-- employer is expecting the right candidate to satisfy.

3. Review yourself

Look at your resume and review the assets you have: your experience, education, achievements, skills, knowledge and strengths.

4. Prepare a presentation

Having done the homework, now it's time to prepare a short PowerPoint presentation. The presentation should essentially comprise the following parts:

Part 1: About yourself

Prepare a short introduction of yours in terms of education, experience and achievements.

Part 2: Employer's business

This part is about showing your understanding of company's business: products, services, markets, competition, etc.

4. Prepare a presentation

Part 3: Employer's needs

In this part, list all of employer's expectations-responsibilities, actions and goals—you will be expected to meet. Also talk about the challenges you will be facing in the job.

Part 4: How would you deliver?

This is the heart of your presentation where you would demonstrate how you would tackle the challenges and go on not just to meet employer's expectations, but exceed them. To make it credible, share actual examples from your past experience and use quantitative information.

On the whole, keep your presentation limited to 10 slides and 15 minutes long.

5. Practice & Go in Prepared

The last and final step is to practice delivering the presentation. More you practice, more relaxed, confident and convincing you will be during the interview. Go in prepared; it's your turn to enjoy success at interview!

INTERVIEWING TIPS

- 1.** Relax. The employment interview is just a meeting. And although you should not treat this meeting lightly, don't forget that the organization interviewing you is in need of your services as much as, or perhaps more than, you are of theirs.
- 2.** The key to successful interviewing is rapport building. Most people spend their time preparing for interviews by memorizing canned responses to anticipated questions. Successful interviewers spend most of their time practicing the art of rapport building through the use of powerfully effective communicating techniques.

INTERVIEWING TIPS

3. Prepare a manila folder that you will bring to the interview. Include in the folder:

- company information (annual reports, sales material, etc.)
- extra resumes and your letters of reference
- 15 questions you've prepared based on your research and analysis of the company
- a blank pad, pen, and anything else you consider helpful (e.g., college transcripts)

INTERVIEWING TIPS

4. Dress appropriately. Determine the dress code and meet it. If their dress is business casual, you still need to be dressed in business professional. Practice proper grooming and hygiene.
5. Shoes, of course, must be polished.
6. Wear limited jewelry.

INTERVIEWING TIPS

7. Call the day before and confirm the appointment—it will set you apart.
8. Be certain that you know exactly where you're going. Arrive in plenty of time. You should be at the receptionist's desk 10–15 minutes before the scheduled interview.
9. Prior to meeting the receptionist, check your appearance. Check your hair, clothing, and general image. Test your smile.

INTERVIEWING TIPS

10. Secretaries, administrative assistants, and receptionists often have a say in the hiring process. Make a strong first impression with them.

11. Look around the office and search for artifacts that disclose the personality and culture of the company—and possibly the interviewer. This information will be helpful in initially breaking the ice, when you first begin discussions.

INTERVIEWING TIPS

12. Be aware of your body language. Sit erect, with confidence. When standing and walking, move with confidence!

13. Your handshake should be firm, made with a wide-open hand, fingers stretched wide apart. Women should feel comfortable offering their hands and firm and friendly handshakes. A power handshake and great smile will get you off to a great start.

INTERVIEWING TIPS

14. Eye contact is one of the most powerful forms of communicating. It demonstrates confidence, trust, and power.

15. During the interview, lean forward toward the interviewer. Show enthusiasm and sincere interest.

16. Take notes during the interview. You may want to refer to them later in the interview. If you are uncomfortable with this, ask permission first.

INTERVIEWING TIPS

17. Be prepared for all questions, especially uncomfortable ones. Before the interview, script out a one-page response for each question that poses a problem for you, and practice repeating it until you're comfortable with it.

INTERVIEWING TIPS

18. Communicate your skills, qualifications, and credentials to the hiring manager. Describe your market value and the benefits you offer. *Demonstrate how you will contribute to the bottom line.* Show how you can 1) improve sales, 2) reduce costs, 3) improve productivity, or 4) solve organizational problems.

INTERVIEWING TIPS

19. Key in on *specific accomplishments*.

Accomplishments determine hire-ability. They separate the winners from the runners-up.

20. Listening skills are priceless! Job offers are made to those who listen well, find hidden meanings, and answer questions in a brief but effective manner.

21. Let the interviewer bring up salary first. The purpose of an interview is to determine whether there is a match. Once that is determined, salary should then be negotiated.

INTERVIEWING TIPS

22. There is no substitute for planning and preparation, practice and rehearsing—*absolutely none.*

23. Practice interviewing techniques using video technology. A minimum of five hours of video practice, preferably more, guarantees a stellar performance.

INTERVIEWING TIPS

24. Close the sale. If you find that you want the position, ask for it. Ask directly, “Is there anything that would prevent you from offering me this position now?” or “Do you have any reservations or concerns?” (if you sense that). At the very least, this should flush out any objections and give you the opportunity to turn them into positives.

25. Always send a thank-you note within 24 hours of every employment meeting.

THANK YOU

Assess Your Employability

