



INTERVIEWING MADE EASY

OVERVIEW

- A. 70% of a successful interview is enthusiasm, excitement and energy.
 - 1. Smile.
 - 2. Stay positive (no one likes negativity).
 - 3. Use 60-80% eye contact.
 - 4. If you don't know what to do with your hands, talk with them.
 - 5. If you have trouble exuding energy try a pot of coffee.

- B. 20% of the interview is selling you.
 - 1. Sales process.
 - 2. FEB selling.

- C. 10% of the interview is the close.
 - 1. The interview is a sales call; you are the product.
 - 2. Ask questions.
 - 3. Overcome objections

- D. HAVE FUN!

DO'S & DON'TS OF INTERVIEWING

BEFORE THE INTERVIEW

DO dress in a plain navy or dark colored business suit.

Men: White shirt and conservative tie

Dark socks

Formal, well-shined shoes

Women: Light colored blouse

Conservative pumps (color of suit)

Light colored stockings

DO research the company.

DO examine sales books in order to brush up on your sales techniques.

DO arrive 10-15 minutes before an interview.

DO bring a copy of your resume.

DO prepare a copy of references.

DO bring a pen and notebook to take notes before, during and after the interview.

DO prepare questions to ask during the interview.

DO greet everyone in the office with a smile and hello.

DO fill out all applications neatly and completely.

DO greet the interviewer with a smile and by his/her surname.

DO give a firm handshake.

DO make direct eye contact.

DO psyche yourself up! It's O.K. if you are nervous or a little frightened. You have nothing to lose and everything to gain.

DON'T be unprepared for the interview. You'll never get a second chance to make a first impression.

DURING THE INTERVIEW

DO be yourself. People can tell when you are faking it.

DO have a positive attitude. Life is good!

DO be confident. You are the kind of employee this employer needs.

DO represent yourself honestly.

DO maintain direct eye contact.

DO sit up straight.

DO use FEEL selling to answer employer's questions.

DO ask questions about the position, company and the interviewer.

DON'T TALK MONEY Don't ask questions about salary, commission, bonuses, vacations or anything else the company can do for you. Wait until you've gotten the job offer.

DON'T get too comfortable. Remain professional and on guard.

DON'T ever say anything negative. Be careful when talking about past and present employers.

AFTER THE INTERVIEW

DO jot down notes to help you remember the highlights of the interview (questions, your impressions, your performance). This will help you in the future interviews and writing thank you letters.

DO call your Staff Hunters Recruiting Manager to provide feedback on the interview.

DO fax, email or drop off a thank you letter with-in 24 hours.

SALES PROCESS

1. Build Rapport

2. Probe for needs

(open vs. closed ended questions)

3. Sell to needs (FEB)

4. Overcome objections

5. Close

FEB SELL YOURSELF

During the interview it is essential that you SELL YOURSELF. Feature-Example-Benefit Selling, also known as FEB selling, is a fabulous way to do this! FEB selling teaches you to effectively sell yourself by using personal examples.

FEATURE: a fact that sets you apart from other people.

EXAMPLE: a specific, personal example that supports your fact.

BENEFIT: how your fact and example benefit the employer.

For example: *Feature-* strong work ethic

Example- while attending college full-time, I worked 40 hours a week to finance my education.

Benefit- I'm used to working hard in order to achieve positive results.

By using the examples above, we come up with this statement:

I have a strong work ethic. For example, while attending college full-time I worked 40 hours a week to finance my education. What this means for XYZ Company is that I'm used to working hard in order to achieve positive results.

Below are some additional *features* many employers look for in their candidates. Examine your background and complete the *advantage* and *benefit*.

<u>FEATURE</u>	<u>EXAMPLE</u>	<u>BENEFIT</u>
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Aggressive

Goal Oriented

Motivated

Resilient

Persistent

QUESTIONS COMMONLY ASKED

Most of us make two mistakes when we are being questioned in an interview. First, we fail to listen to the question. We proceed to answer a question that was not asked or to give out a lot of superfluous information. Second, we attempt to answer questions without preparation. Not even the most skilled debater can answer questions off the cuff without damaging his or her chances of success. Bottom line...**BE PREPARED!**

1. Tell me about yourself.
2. What is your greatest strength?
3. What is your biggest weakness?
4. What are you looking for in a position?
5. What do you know about our company?
6. Why do you want to work for us?
7. Why do you want to work in this industry?
8. Why do you want sales?
9. What motivates you?
10. Why should we hire you? What sets you apart from others?
11. What qualities do you think a top sales representative possesses?
12. Why are you leaving your current company? Past companies?
13. Where else are you interviewing?
14. What is your biggest achievement?
15. What is your biggest failure? What did you learn from it?
16. Why did you select your college or university?
17. What motivated you to choose your major?
18. What are your goals over the next 3 years? 5 years? 10 years?
19. What do you see yourself doing in 5 years? What position do you see yourself in?
20. How much money do you want to make this year? 3 years? 5 years?
21. In your current or past positions, what features did you like the most? Least?
22. What would be your ideal job?
23. If you had your choice of companies, where would you go?
24. How do you define success?
25. What do you think it takes to be successful in our company?
26. How do you spend your spare time?
27. What books have you read recently?
28. Will you relocate? Does relocation bother you?
29. Do you have a problem with commuting to work?
30. How do you think those that know you describe you?
31. Give an example of a time you had a conflict with a co-worker and how you handled it.
32. Did you every work for a manager you didn't care for? What did you do about it?
33. Describe the relationship that should exist between a supervisor and sub-ordinates.
34. Give me a specific example of a time when you dealt with a disgruntled customer.
35. Tell me about an important goal you set for yourself in the past and how you achieved it.
36. Give me an example of a particular difficult time you had to be persuasive in order to get your ideas across.

SITUATIONAL QUESTIONS

RAPPORT BUILDING:

A demonstrated ability to establish and maintain positive working relationships with customers. An individual that communicates with others building trust and credibility.

Please describe a time when you had to build rapport with a customer or co-worker in a particularly difficult situation.

Follow-up Questions:

Who was the customer or co-worker?

When did you do this?

Why was it particularly difficult for you?

What did you do to build rapport?

What were the results?

Can you tell me about a specific time that was important for you to build trust and credibility with another person? How did you do that?

Follow-up Questions:

Who was the person you needed to build trust and credibility with?

Why was that so important?

What did you do to attain that?

What was the outcome?

SALES APTITUDE/PERSUASIVENESS:

A demonstrated ability to persuade others to take action in a specific direction.

Please give me an example of a particularly difficult time when you had to be persuasive in order to get your ideas across.

Follow-up Questions:

What was the situation?

Why was it difficult?

What were you trying to accomplish?

What specific steps did you take to be persuasive?

Please give me an example of a time when you were having difficulty closing a customer on your product or service.

Follow-up Questions:

Who was the customer?

When was this?

Why was it difficult?

What did you do to close the sale?

Did you make the sale?

PRO-ACTIVE/SELF-RELIANT:

A demonstrated ability to take action, being responsible for ones own success and failure. Take action to influence events and achieve specific goals. Demonstrates a willingness to originate actions.

Please tell me about an important goal you set for yourself in the past and how you achieved it.

Follow-up Questions:

Why was the goal important to you?

What steps did you take to achieve it?

What obstacles did you encounter along the way?

How did you overcome them?

What was the result?

Follow-up Questions:

Did you initiate any new procedures or systems?

How did you go about getting them improved?

Are they still being used?

How did they increase your effectiveness?

RESILIENCE:

A demonstrated ability to stick with a goal or desired result when faced with rejection or opposition. Maintain a positive attitude and work through obstacles.

Tell me about a time when you worked really hard for something over a period of time and did not get it.

Follow-up Questions:

What was your goal?

What effort did you put forth to get it?

What obstacles were in the way?

What obstacles get in your way of you doing your job at work? What do you do to overcome them?

Follow-up Questions:

How do you handle the obstacles?

Have you suggested doing anything differently?

Do these obstacles still exist?

COMMUNICATION SKILLS:

A demonstrated ability to present information in a clear, concise, well organized fashion. The ability to listen for an individuals needs and desires and identify hidden objections.

Can you give me a specific example of a time when you dealt with a disgruntled customer?

Follow-up Questions:

Who was the customer?

When did it happen?

What were the circumstances?

What was the result?

Tell me about a time when you had a conflict or disagreement with someone at work. How did you handle it?

Follow-up Questions:

Who was the conflict with?

What was it in regard to?

How did you approach the person to resolve it?

CLOSING THE INTERVIEW

It's the winning score, the bottom line, the name of the game, the cutting edge, and the point of it all. If you haven't guessed, closing is the most important part of your entire interview. The following is a step-by-step guideline to get you through closing the interview. The interview is a sales call; you are the product. If you don't close the interviewer on you, how can you expect them to visualize you closing a prospect on their product or service?

Employers expect you to close. ***Don't be surprised if they make it tough on you!***

After the interviewer has concluded his/her questions, you must proceed into your close.

1. Ask the employer questions.
2. Ask a lead-in question.
3. Overcome concerns/objections/hesitations.
4. Close for the next step/job.

ASK THE EMPLOYER QUESTIONS

Choose 3-5 questions for your interview. These questions are guidelines. Use your own creativity. It is important to be yourself in an interview. Employers will quickly see through a memorized and over-rehearsed question. ****Never ask a company about sick leave, paid vacations, holidays or other benefits that allow you to get away from work unless you are getting an offer.**

- What has your career path been?
- What have you liked most about the company and what have you liked least about it?
- What expectations do you have for the company in the next 5 years? 10 years?
- Could you please describe a typical day?
- What does the training program consist of?
- What are my opportunities for advancement?
- How are promotions evaluated?
- How is performance evaluated?
- What are your expectations of a new hire?
- What separates your top producer from everyone else?
- What is your competitive edge?
- What is your company doing to gain market share?
- What are your company's strengths and weaknesses?
- What is the territory currently producing?
- What goals do you have for the territory in the next 12 months? What do you think it will take to get the territory to those numbers?
- If you had to isolate 3 things that determines a person's success with your company what would those be?

ASK A LEAD-IN QUESTION

The purpose of a lead-in question is to identify if you did your job of selling yourself in the interview. If asked properly these questions will pull out objections/hesitations the employer has about you filling the position. Choose one of the following questions or create your own based on the examples given.

- How do you see me fitting in?
- How do I compare to other people you have hired?
- Describe to me your top sales person...Do you feel I have those same qualifications?
- Describe your ideal candidate...Do you see me as that type of person?

- Am I the kind of person you are looking for?
- Are there any concerns you have about me filling the position?
- Can I count on your recommendation for the next step?

OVERCOME CONCERNS/OBJECTIONS/HESITATIONS

If after you have asked your lead-in question the employer has not set up the next step or you are not filling out the new hire paperwork, there is still work to be done. The employer may still have genuine concerns or may create concerns to see how you handle the situation. Use FAB selling to overcome the objections. Until you feel you have overcome all of the hesitations that the employer has...only then should you proceed to the next step.

CLOSE FOR THE NEXT STEP/JOB

Now you are on the home stretch. Consider yourself on 3rd base with bases loaded and up to bat at the same time. The good news is, you are almost done! The bad news is, this is the most important part. It is absolutely crucial you ask the following questions:

For initial interviews: *Where do we go from here? Can we set that up right now?*

For final interviews: *Where do we go from here? When can I start?*

Don't forget, as you have practiced your close, the employer has spent many an hour thinking of ways to strike you out. Some "strike out" statements are:

- I still have more people to interview.
- I will be getting back with Culver.
- I will be letting you know in a couple of days.

Beware of those smokescreens. DO NOT be fooled into thinking you will get the next step. If you don't set up the day, date and time of your next interview, it probably will never happen.

As a rule of thumb, attempt to get the next step 3 times. You may have to refer back to overcoming objections/concerns/hesitations to achieve this goal.

*As with everything, there may be an exception to the rule. For some unknown reason the interviewer may not have the power to set up the next step. At least find out if the interviewer will be recommending you for the next step.

WRITING A THANK YOU LETTER- THAT SELLS!!!

A thank-you letter should be more than a polite thank-you. Besides expressing interest in a position, thank-you letters can reinforce, correct a first impression or build on the relationship you've already established with the interviewer. Your thank-you letter should be emailed, faxed or dropped off with-in 24 hours of your interview. Don't delay!

The letter should be in a professional, business format. Below is a four-part structure to get more mileage from your message:

1. Tell the interviewer how much you enjoyed meeting him or her.
2. Express your enthusiasm for the company and position.
3. Reiterate a specific selling point that was discussed in the interview.
4. Establish your next point of contact.

Remember it is very important to sound genuine and sincere, that requires a personal touch. Here is a sample thank-you letter.

January 1, 2000

Mr. Adam Smith
Vice President of Saleg
Company Name
2222 _____ Street, Suite 400
Boston,MA 02110

Dear _____,

Thank you so much for taking the time out of your busy schedule to meet with me. I am very excited at the prospect of joining _____ as one of your results oriented Marketing Managers.

I believe we have a good fit based upon my background and the job description. My marketing experience, selling skills, education and high energy level will assure success. Especially when partnered with _____ strong market presence, continued success and steady growth through product diversification.

I look forward to talking with you again in the next few days. If any additional information will be helpful regarding my candidacy, please do not hesitate to call me.

Again, many thanks for the opportunity.

Sincerely,

Belinda K. Smith