

ACING THE INTERVIEW

HOW TO SCORE THAT NEW JOB

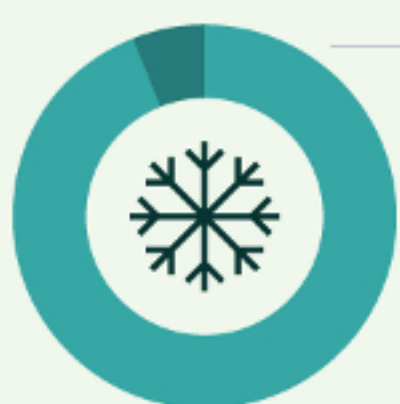
WHEN YOU'RE UP AGAINST SOME STIFF COMPETITION

out on the job market, it can be easy to get lost in the shuffle of things. In these tough times, it's difficult to land an interview, much less a new job, so it's important to be on point throughout the process. So, what should interviewees do to stand out to potential employers?

WHERE INTERVIEWS COME FROM?

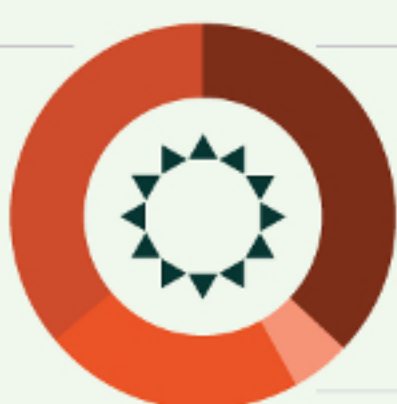
Here are the top sources that lead to interviews.

COLD SOURCE



- 94% come through online sources (such as search engines and job boards)
- 6% originate interpersonally

WARM SOURCE



- 37% come from referrals
- 26% come from company career sites
- 22% come from internal applications
- 5% originate from walk-ins

STEP 1 » PREPARATION

You just got that call or email asking to come in for an interview. While this is exciting news, it's important to do your homework beforehand to ensure the interview runs smoothly.

ATTIRE

NEW DUDS.

It's important to look the part when going into an interview, so invest in a new suit or slacks and button-down shirt.

LOOK SHARP.

Be well-groomed. Men, get a fresh haircut; women, consider going to the salon.

CLEAN KICKS.

Make sure your shoes are clean and look professional. Keep any fragrance, makeup, and jewelry minimal.



RESEARCH

KNOW YOUR STUFF.

First things first, spend time researching the company beforehand. The best way to do this is to explore its website—understand its mission statement, product offerings, social media, and management team.

GOOGLE IT.

Search for recent news articles about the company.

BACKGROUND CHECK.

Look into your interviewer's background on the company's website. You may find bio pages that will give insight into his or her activities at the company.

REHEARSE.

Practice your responses to difficult questions, so you won't be caught off guard.

LEARN IT, KNOW IT.

Before you go in, be sure you completely understand the job description and the distinctions in job titles and functions.



STEP 2 » RIGHT BEFORE THE INTERVIEW

Always be sure to double-check that you have everything you need before entering the interview. This includes copies of your resume, a pen and paper and, of course, a professional attitude.

WHAT TO BRING

EXTRA COPIES.

Don't leave home without extra copies of your resume, cover letter, and references.

WRITING TOOLS.

It may seem elementary, but bring two pens and a notebook.



ARRIVING

DON'T BE LATE.

Arrive a few minutes early, and allow extra time for travel delays.

OFF-MODE.

Turn off your cell phone, and completely avoid using it during the interview.



INTRODUCTIONS

BE NICE.

Be kind to everyone. From the moment you walk in the building, smile, be respectful, personable, and professional at all times. You want anyone you interact with to remember you in a positive way.

SHAKE ON IT.

Always shake hands when you meet the hiring manager or interviewer, and shake again when the interview is over. Make sure your handshake isn't too strong or too weak.



STEP 3 » THE INTERVIEW

Today is the day. You're ready for whatever they throw at you, but remember to keep a few tips in mind.

HOW TO BEST ANSWER QUESTIONS

SHORT AND SWEET.

Keep responses short and focused on each question. Be engaging and thorough, but try not to drone on. Remember to include real-life examples of circumstances and outcomes in your responses.

ME, ME, ME.

The job interview isn't the time to tell your life story. The goal is for you to show how you would contribute value to the company.

ME!

BODY LANGUAGE

SIT UP.

Moderate posture and gesturing are basic, neutral ways to conduct yourself in an interview. Avoid touching your face and hair, as they appear as nervous gestures.

EYE CONTACT.

This one is simple. Don't dart your eyes around the room, as it comes across as untrustworthy. Maintain moderate eye contact throughout the interview.

LISTEN UP.

You're understandably nervous, so your inclination might be to focus on giving a good answer; instead, focus on the question you're being asked and its context to ensure you give a proper response.



THREE TOUGH QUESTIONS



INTERVIEWER:
"WHY SHOULD I HIRE YOU?"

YOUR RESPONSE:
Illustrate why you are the most qualified candidate. Do this by reviewing the job description and closely identifying to the skills listed. Then, cite experiences from your past that correlate to those skills and knowledge.

INTERVIEWER:
"TELL ME ABOUT YOURSELF?"

YOUR RESPONSE:
This is likely a warmup question, but don't go through your resume point-by-point. Keep your answer to a minute or two. Cover four topics: early years, education, work history, and recent career experience.

INTERVIEWER:
"WHAT WOULD THE PERSON WHO LIKES YOU LEAST IN THE WORLD SAY ABOUT YOU?"

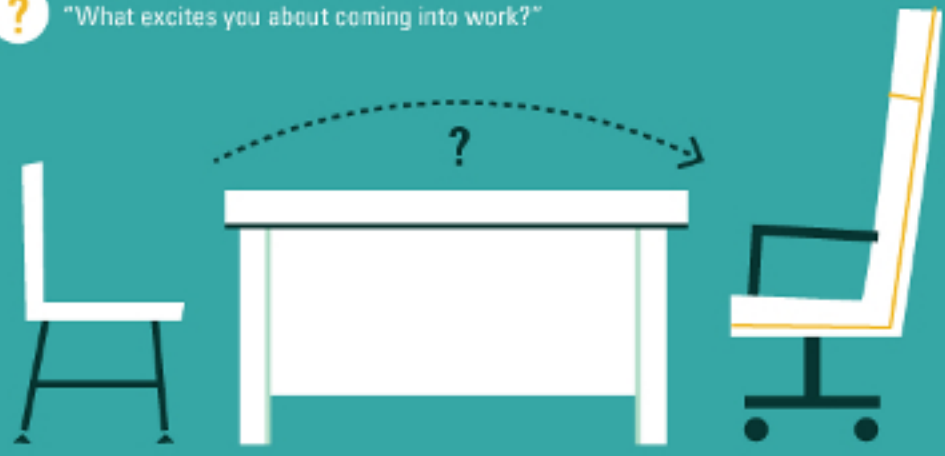
YOUR RESPONSE:
Note a part of your personality that might seem negative but is actually positive. An example could be impatience. While this could be bad in the workplace, you could spin it in a way that stresses timeliness and driving deadlines.

TABLE TURNER

When the interview winds down, prepare a few strong questions to ask the interviewer. This is the chance to demonstrate your knowledge of the company and broader field and to convey how your longterm goals relate to the job.

EXAMPLES OF GOOD QUESTIONS TO ASK:

- 1 "How would you describe the company's culture and leadership philosophy?"
- 2 "As an employee, how can I exceed your expectations?"
- 3 "How can I help your company meet your goals?"
- 4 "What excites you about coming into work?"



WHAT TO AVOID

TRASH TALK.

It's a small world, and you don't want to burn any bridges. Never badmouth a former supervisor, coworker, or organization in an interview.

TELL THE TRUTH.

Never lie. Keep your answers truthful and succinct.

JUMPING THE GUN.

Don't ask about salary, vacations, bonuses, retirement, or other benefits until after you've received an offer. Although you should be prepared to answer a question about salary requirement, try to delay discussing salary until there's an offer on the table.



THE NEXT STEPS

WHAT'S NEXT

Before you leave, ask about the next steps and expected timeframe in the hiring process. If you don't hear back within that period of time, follow up. Always remember to be patient and polite.

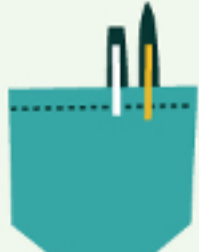
BE PREPARED FOR ANYTHING.

Sometimes, it's hard to gauge what will come next from your interviewer. Here are five weird, but real, interview questions asked last year.



"WHAT'S YOUR FAVORITE SONG? PERFORM IT FOR US NOW."

—asked at LivingSocial, to an Adventures in Management candidate.



"HAVE YOU EVER STOLEN A PEN FROM WORK?"

—asked at Jiffy Software, to an software architect candidate.



"ON A SCALE FROM 1 TO 10, RATE ME AS AN INTERVIEWER."

—asked at Kraft Foods, to a general laborer candidate.



"HOW MANY COWS ARE IN CANADA?"

—asked at Google, to a local data quality evaluator candidate.



"HOW WOULD YOU DIRECT SOMEONE ELSE ON HOW TO COOK AN OMELET?"

—asked at PETCO, to an analyst candidate.

STEP 4 » FOLLOW UP

Following up an interview with a thank-you note can leave a lasting impression, so don't forget to send one. It could seal the deal.



SENDING A THANK YOU NOTE

BE THANKFUL.

Always remember to follow up immediately after an interview with both an email and a hardcopy thank you note to reiterate your excitement, qualifications, and interest in the job. Keep track of the people you met by learning their names and job titles or by asking for business cards. Send the followup email the same day to show your enthusiasm.

REMEMBER TO DO YOUR RESEARCH, EXUDE PROFESSIONALISM, AND BE YOURSELF AT YOUR NEXT INTERVIEW. **GOOD LUCK!**