




Stacking the Deck in Your Favor: How to Ace the Interview to Get the Offer

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An Introduction





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Agenda

- 90% of this game is half mental
- Only one chance to make a first impression
- Know your branding statement and your exit statement
- STAR Answers
- Dealing with curve balls
- Be a closer
- Turn-offs
- Practice makes perfect
- Seek help and support

Attitude



Attitude

Mind-set



Altitude

Skill-set

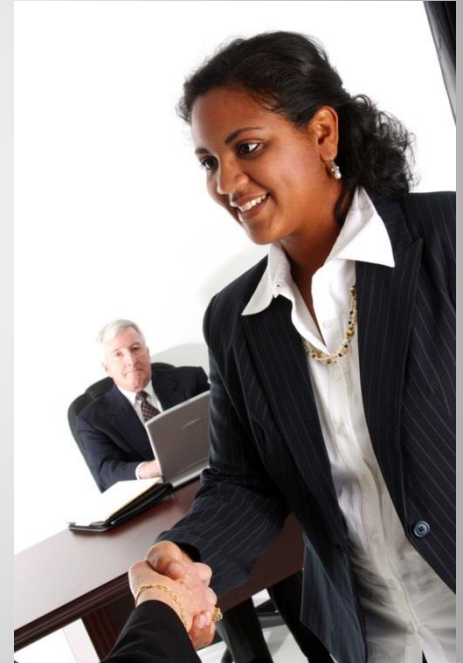
The Secret to a Successful Interview

First Impressions

Look at yourself (or get a friend you trust) and ask yourself:

“Am I doing everything I can to enhance my image?”

- Wear conservative yet stylish clothes
- Check your hair style
- Update/remove eyeglasses
- Consider minimizing facial hair
- Trim down, get some exercise
- Posture
- Shoes



Give yourself a once over with a critical eye

First Impressions

- ❑ Research the interviewers on Google, company website, LinkedIn, Twitter, etc.
- ❑ Confident handshake and eye contact
- ❑ Rapport building
- ❑ Look around the room
- ❑ Show your enthusiasm and authenticity



What do these companies have in common?



Brand

Your brand resides within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions, some of which you can influence, and some that you cannot.

The objectives that a good brand will achieve include:

- Delivers the message clearly
- Confirms your credibility
- Connects your target prospects emotionally
- Motivates the buyer
- Concretizes User Loyalty



Elevator Speech

An elevator pitch is your positioning statement. It should include your professional identity, level, how many years of experience you have and highlights industries or functions that you have experience with. You should list your specific strengths and what you are looking for in a new position.



Exit Statement



An exit statement is a prepared statement that describes how and why you have left your last job or why you are seeking a new position. Provide a timeframe, explain what your current situation is and what you are looking to do next.

Prepare for the STAR (Behavioral Interviews)

- Situation or
- Task
- Action
- Result



You need to develop and hone 6-8 accomplishment stories!

Elements of Storytelling



Dealing with curve balls

Avoid... a direct answer if it hurts your candidacy

Address...the underlying concern

Accentuate...a positive character trait or skill

Example: You will have a long commute, won't you?



Gain Agreement and Close



- Gain agreement
- Close gaps
- Understand the interview process
- Express your desire
- Keep up momentum and communication (Leave brag book, send Thank You note, Use networkers)

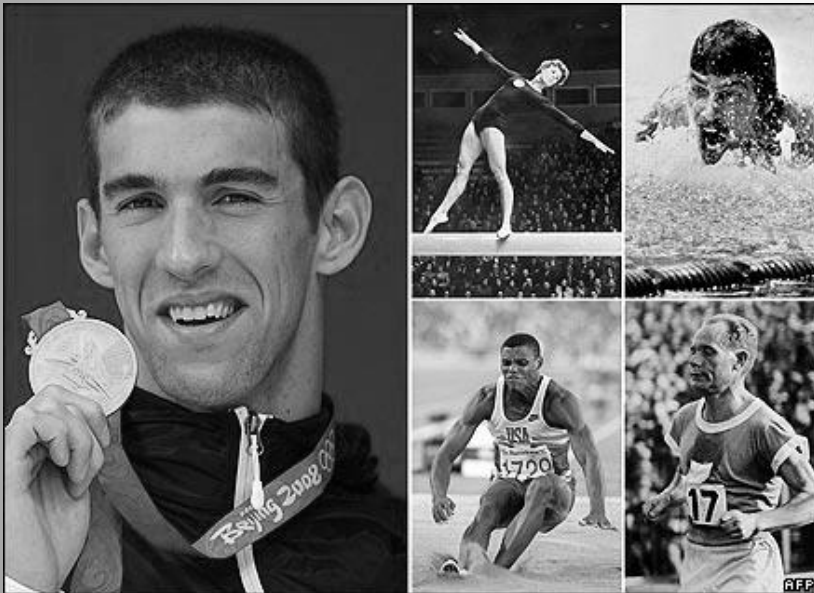
Interviewing Turn-offs



- Talking too much
- Bad mouthing current employer
- Desperation
- Lack of focus and career direction
- Fixated on salary
- Anxious behavior
- Not answering the question

Practice Makes Perfect

Interviewing takes practice, lots of practice



- Positioning statement
- Exit statement
- Accomplishment stories
- Building rapport
- Prepping for obvious questions
 - Underqualified/Overqualified
 - Sense of urgency
 - Strengths/Weaknesses
- Talking too much, talking too little

Role play and video tape yourself

Seek Help and Support

Interviewing can get quite challenging at times

- Personal Board of Directors
- Books
- Videos
- Blogs
- Career Centers
- Career Coach

You don't perform surgery on yourself! Seek help

Questions?

Inquire
about our
12 week
career
success
program!

For questions, comments, further information or
to request a free career consultation:

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