

# INTERVIEWING SMART

## Insider Secrets to Getting the Job



By: Sherri Thomas

Insider secrets to help you –

- Answer the tough questions,
- Ask the “right” questions, and
- What to say to close the interview
- And what your Interviewer *really wants* to know about you!!

Winning interviewing strategies to help you get the job.

# INTERVIEWING SMART

## Insider Secrets to Getting the Job

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In my career I have been the one being interviewed, as well as the one conducting interviews. And through it all I've come out stronger, smarter, and have consistently landed great jobs in the television, radio, professional sports, finance, and high tech industries. In fact, I've been able to springboard to higher job roles with a higher salary in each of my five (5) major career transitions.

Sometimes I've switched industries or changed job roles because I felt unchallenged or unappreciated, and sometimes I had to move on because the company I worked for downsized or had a change in management. But through all of the interviews, I've identified six (6) major interviewing categories consistent across most industries, and have formulated success strategies to strengthen your interviewing skills and significantly increase your chances of getting the job.

Interviewing is exciting, intimidating, and can make you feel like your two beats away from having a heart attack! It creates feelings of anxiety because it seems like the interviewer has so much power. But I've learned some key strategies to help you balance the scales of power and put YOU in more control.

The interviewer wants to see you calm and confident, and one of the best ways to be confident is to be prepared. This "INTERVIEWING SMART" guide will help you prepare for your upcoming interview by providing the following:

1. 5 things your Interviewer REALLY wants to know about you
2. The "right" way to answer those tough questions such as –
  - What are your weaknesses?
  - Those dreaded mind-bending behavioral questions
3. Questions you need to be asking your Interviewer
4. Educating yourself about the Company
5. Managing perceptions during the interview.
6. What to say to close the interview that could help you get the job offer!
7. A few more tips to help position yourself as the TOP candidate!

## SECTION #1: The 5 things your Interviewer really wants to know about you!

### I. Can you do the job?

Your Interviewer wants to know if you have the skills, qualifications and experience to perform the job successfully. To prepare for these questions, carefully read the job description and think about how well you match up with the job requirements. Do you have what it takes to be successful in this position? If yes, then be fully prepared to talk about yourself in those areas.



**Bonus Tip:** Prepare 3-5 “career success stories” to share with your interviewer that highlight a specific career situation, a challenge that you overcame, and the overall results. Talk about how you leveraged your skills and area(s) of expertise to drive the project or team forward and the results of your efforts. This shows that you are results oriented AND that you take accountability for your role and responsibilities.

#### **Example #1 of a Career Success Story:**

Situation (your role and the goal) - I was the Sales Manager for a cable company and needed to generate \$50,000 in new revenue every quarter.

Challenge– competition was heavy, the company had already tapped out most of its clients, and we weren’t developing any new products or services to offer.

Results – I proposed that we create video-in-demand clips that would give our viewers free information, and could be sponsored by local businesses. Sr. management accepted my idea, and I generated \$55,000 in new revenue per quarter which exceeded my sales goal by 10-percent.

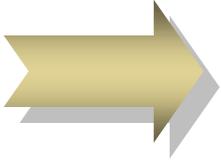
#### **Example #2 of a Career Success Story:**

Situation (your role and the goal) - I was the Project Manager for a technology company and was responsible for building a new facility in 18-months with a budget of one million dollars.

Challenge– due to employee turnover the project was taking longer than expected to complete and we started running over budget due to new employee training costs.

Results – I renegotiated a supplier contract which saved us 5-percent of the total budget. I also outsourced some of the work saving us additional costs and time. By doing this, we were able to open the new facility on time and on budget.

## SECTION #1: The 5 things your Interviewer really wants to know about you!



**Your assignment:** Capture your key success stories and practice saying them out loud so that you sound confident about your capabilities.

### **Your Career Success Story #1:**

Situation (your role and the goal): \_\_\_\_\_

\_\_\_\_\_

Challenge: \_\_\_\_\_

\_\_\_\_\_

Results: \_\_\_\_\_

\_\_\_\_\_

### **Your Career Success Story #2:**

Situation (your role and the goal): \_\_\_\_\_

\_\_\_\_\_

Challenge: \_\_\_\_\_

\_\_\_\_\_

Results: \_\_\_\_\_

\_\_\_\_\_

### **Your Career Success Story #3:**

Situation (your role and the goal): \_\_\_\_\_

\_\_\_\_\_

Challenge: \_\_\_\_\_

\_\_\_\_\_

Results: \_\_\_\_\_

\_\_\_\_\_

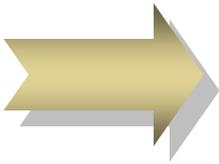
## SECTION #1: The 5 things your Interviewer really wants to know about you!

### II. What "extras" do you bring to the position?

After you've discussed how you successfully meet the major job requirements, then it's time to share additional ways that you can add value to the department or company.

For example, if you're interviewing for a job as a Public Relations manager, you may have experience in marketing, research analysis, promotions, or desktop publishing that could be highly valued by the department! These extra bonus skills may not be published as a job requirement, but could help position you as the top job candidate.

Your extra bonus skills may be different for every job you interview for because each job role may have slightly different requirements.



**Your assignment:** Before every interview identify 2-3 "extra bonus skills" that you bring to the position.

Bonus Skill #1: \_\_\_\_\_

Bonus Skill #2: \_\_\_\_\_

### III. Where are you at risk?

Every new employee is a risk to a company. Whether it's being over-qualified, under-qualified, at risk of moving to a different city, or any number of reasons – every new employee is a risk. For this reason, your Interviewer will be skeptical and looking for reasons why you should NOT be hired. (Try not to take it personally! 😊)

Spend some time thinking about areas where you are a risk. Perhaps it's a job requirement that you don't have. I don't think that I've ever met all of the job requirements for any of the jobs I've had! So don't let that stop you from tossing your resume into the ring.

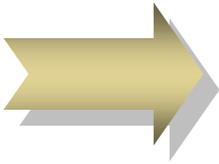
**The key is** - during the interview, beat the interviewer to the punch by stating where you are a risk and then explain why it won't be a problem.

For example, if you're new to the area you can explain that you're looking to buy a new home in the next month or two and looking forward to living in that city for many years (but only if that's true!) Or, if there's a job

## SECTION #1: The 5 things your Interviewer really wants to know about you!

requirement that you don't have, be up front and say that you don't have a lot of expertise in that particular area, and then quickly explain why it won't be a problem (you've signed up for some on-line training, reading a book on the topic, joined a professional association, etc.)

When I interviewed with a VP of Programming at a TV station I volunteered that I didn't know how to work some of the equipment in the control room, but I knew I could learn it because I had operated similar equipment in my previous job at a radio station. (And yes, I was hired!)



**Your assignment:** Read the job description and requirements carefully. Then, identify your risk area and the reason why it won't be a problem.

Risk area: \_\_\_\_\_.

Why it won't be a problem: \_\_\_\_\_.

### IV. Does the interviewer like you? Will you fit the corporate culture?

What you say, what you wear, and how you present yourself give the hiring manager a picture of who you are and whether or not you would be a good fit for the company. Expect questions about your professional style, behavior, and work ethics.

Try to align your professional manner and dress code with that of the company. For example, is the company formal (think Wall Street, a top law firm, or a hospital), or is it more informal (think Google, a radio station, or a casual small business.) Also, consider whether the position is formal (think senior management, sales or human resources), in which case you may want to dress a bit more formally and conservatively.



**Bonus Tip:** If you're not sure how to dress, then try to ask an employee who works at the company for advice on what you should wear. One of my clients even parked outside the marketing agency where she was interviewing to observe how employees were dressed! Great idea!

### V. Will you be able to work out the compensation/benefits package?

You should expect a question about what kind of salary you're expecting. I recommend that you have a pay range in mind (rather than a specific number) since there are usually a variety of options in the benefits package that can be negotiated such as: vacation days, bonuses, 401k contributions, stock, advanced education and training, telecommuting, etc.

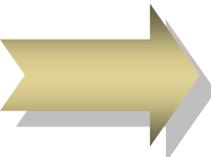
## SECTION #1: The 5 things your Interviewer really wants to know about you!

Also, try NOT to be the first one to bring up the salary. If you do, your Interviewer could get the impression you want the job just for the money. Ideally, you want your Interviewer to share the pay range for the job, first.



**Bonus tip:** If your Interviewer asks what kind of salary you're expecting consider answering with the question, "I was going to ask you – what's the budget for this position?" This is a safer approach than asking, "Hey Buddy, what's this job pay?" and keeps you in the driver's seat! ☺

\*\*For more salary negotiation success strategies – get the "Salary Compensation Guide for Professionals and Executives" available in the RESUME & INTERVIEWING TOOLBOX at [www.CareerCoaching360.com](http://www.CareerCoaching360.com) (click on the "resume" tab on top of the page.)



**Your assignment:** Determine your pay range for this position: \_\_\_\_\_

## SECTION #2: The "RIGHT" Answers to those TOUGH QUESTIONS!

Every interview will include the same basic questions that you should be prepared to answer such as:

- Tell me about your last job.
- What skills and experience do you have that qualifies you for this position?
- Why do you want *this* job?
- What are your long range career goals?

You should be fully prepared to answer questions like these as they tell the hiring manager about your experience, goals, and expectations. Your answers should be brief, and include results and lessons learned. Talk only about those skills and accomplishments that are relevant to the position. Practice saying out loud your answers, so that you sound calm and confident during the interview.

Beyond these questions, the interviewer wants to know about your character and values. Depending on the position, they may ask behavioral type questions to gain insight into your leadership abilities, work ethics, problem solving or risk taking skills, and the ability to be a good team player. These questions are especially popular in mid- to senior-level management positions.

## SECTION #2: The “RIGHT” Answers to those TOUGH QUESTIONS!

Below are a few examples of behavioral questions. They usually start out with the phrase, “Tell me about a time when you...”

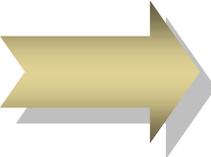
1. ...went above and beyond the call of duty?
2. ...had to compromise your professional standards?
3. ...went against what everyone else wanted to do and you successfully influenced others to go in another direction?
4. ...changed the mind of management on something they wanted to do and how did it turn out?
5. ...could not deliver what was promised?
6. ...led a project that either didn't have enough resources, time or budget?
7. ...were able to pull the team together during a difficult situation?
8. ...had to work under tight deadlines?
9. ...had to manage a difficult situation with a client or team member?
10. ...had to make an unpopular announcement among your team of co-workers? How did you deliver it?
11. ...had to let someone go? What were the circumstances and how did you handle the situation?
12. ...worked on a project that really excited you?

**These are exhausting to think about, aren't they? No worries, because I have a few winning strategies to help you prepare!**

The best way to answer these questions is to be honest and give your Interviewer some insight into your professional style and behavior based on previous situations.

## SECTION #2: The “RIGHT” Answers to those TOUGH QUESTIONS!

You can prepare for behavioral type questions by first understanding that most of these questions fall into one of five categories.



**Your assignment:** Identify situations in which you have successfully demonstrated the following five (5) characteristics:

- **Leadership** – be prepared to share stories about when you demonstrated leadership with each of the following: subordinates, peers, and managers. Your Interviewer wants to hear about your leadership style and how you’ve influenced others.

Situation and result: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- **Risk taking** – everyone has taken risks whether it is taking on a new project, voicing an opinion that is different from the team or manager, suggesting a new process, etc. Be prepared to talk about a situation in which you took a calculated risk and what the result was.

Situation and result: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- **Ethics** – can you think of a situation in which someone asked you to compromise your values (i.e. approve an unauthorized expense, work overtime and not report it, compromise the quality of the project to meet a deadline, etc.?) Be prepared to speak about the circumstances and how you handled the situation.

Situation and result: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## SECTION #2: The “RIGHT” Answers to those TOUGH QUESTIONS!

- **Project Management** – every project has issues including budget, time, and resource constraints. Your Interviewer wants to hear about some of the challenges you’ve faced, what you did to successfully manage them, and the results of your efforts.

Situation and result: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- **People Management** – whether you’ve formally managed direct reports or managed a project team of peers, vendors, interns, or volunteers – companies want to hear about your management style and experiences. Think of situations in which you have managed, or helped guide the direction of a team. Also, share times you were able to successfully influence any managers or senior leaders, and what the result was.

Situation and result: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### MORE TOUGH QUESTIONS...

#### How to answer the dreaded question, “What are your weaknesses?”

The key to answering this question is that you give a real, true, and authentic answer. And then quickly follow it up with what you are ALREADY DOING to strengthen that particular area. This shows your Interviewer that you take your professional development and your career seriously.

#### **Danger, Danger → Do NOT respond that you don’t know how to delegate.**

This response has been overused and sounds like a “fake” answer. The key to successfully answering this question is to give a real answer!

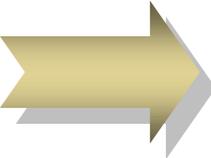
**Example #1:** Let’s say that you’re new to the industry and don’t have a lot of knowledge in this area. One recommendation is to join an industry association (health care, high tech, finance, etc.) PRIOR to your interview. Then, you could say you’re looking to develop more knowledge about the industry and have already joined that industry association. -But only say this if it’s true!

## SECTION #2: The “RIGHT” Answers to those TOUGH QUESTIONS!

**Example #2:** If one of the job requirements includes being proficient with a software application or new technology, then PRIOR to your interview take the initiative to sign up to take an on-line training class or college course. You don't have to COMPLETE the class, but you should at least sign up. When you share this with your Interviewer you're demonstrating how you take ownership in developing your professional skills.

**Example #3:** You may want to suggest that you'd like to have more expertise in a specific area. If that's true, then you could sign up to attend a conference or start reading a book written by an expert on the topic PRIOR to your interview.

Successful job candidates know their areas of improvement and what they need to develop and take steps to make the necessary improvements.



**Your assignment:** Everyone has an area (or two!) that needs improvement. You can identify your area(s) by reviewing past performance reviews, talking with those who are familiar with your work, or by reading the job description to see if there are any qualifications that you lack.

List at least one area where you need to improve and what you're going to do to improve it: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SECTION #3: Questions YOU Should be Asking Your Interviewer!

It's important to realize that the interview is really two-way. The company is interviewing you to see if you are a good fit for the company, and you are interviewing the company to see if the job is a good fit for YOU!

Not only will your Interviewer ask you questions, but you also should be asking questions to your Interviewer. THIS IS WHERE MOST CANDIDATES FAIL TO PREPARE.

The more thought-provoking, intelligent questions you ask your Interviewer, the deeper your connection will be, and the more informed you'll be about whether the job is a good fit for YOU!

## SECTION #3: Questions YOU Should be Asking Your Interviewer!

Strive to ask 4-6 questions during EACH interview. I recommend that you write down 10-12 questions you want to ask about the company culture, management style, and job responsibilities BEFORE YOUR INTERVIEW. Since some of these questions will probably be addressed during the conversation, your list will allow you to pick and choose the most appropriate questions that have not yet been answered.

**The goal is to walk in with a list of 10-12 good questions, and then during the interview choose 4-6 questions to ask your Interviewer.**

Here's a sample of questions to help get you started as you create your list...

### **Questions about the Job Role -**

- For this position, what are the priorities over the next 3 months? What about the next year?
- What do you see as the biggest challenges in this position?
- What personal characteristics do you think it takes to be successful in this position? (Example: well organized, patience, risk taker, outgoing personality, etc.)
- Is this a newly created position? -if not, what happened to the last person in this position?

### **Questions about Management Style -**

- How do you describe your management style (e.g. casual, professional, e-mail vs. face-to-face meetings, etc.)?
- If I was talking to someone who reports to you, how do you think they would describe your management style?
- What do you like best about being a manager?

## SECTION #3: Questions YOU Should be Asking Your Interviewer!

### Questions about Company Culture

- Are there opportunities for growth within the company?
- How would you describe the company's culture?
- How do other departments within the company view this department?
- Does the company support employees with professional training and advanced education opportunities?

Listen carefully to each answer to see if you really want to work for these people. Does their answer reflect the style and tone of someone who would motivate and inspire you?



**Bonus tip:** Whenever I interview with the person who would be my manager, I always like to ask questions to find out if he/she is satisfied in their own position and enjoys working for the company. Here are a few examples -

- How long have you been in your position?
- Are you happy working for this company?
- Are you planning to stay for at least another six months?

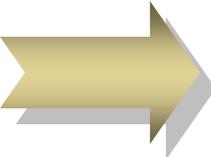
Be careful! If you ask these questions make sure that you sound positive and sincere. Otherwise, if you sound confrontational you may not get an honest response, or worse(!) give your Interviewer a negative impression.

These questions allow me to find out two key things. First, I could get more insight about working for the company, and second, I could find out whether my "new boss" is likely to stay or transition to another job which would mean I'd actually be reporting to someone else.

Since most people conduct interviews in a professional manner, you may not be able to get the "real story" just by listening to their words. BUT you may be able to get a good reading by listening to their tone of voice and watching their body language.

If I feel a good rapport with my potential new manager, then I quickly explain the reason I'm asking these questions is because I'm looking to make a long term commitment in my next career move and I think I'd really like to work like him/her – so I'm curious about whether they think they'll remain in their current position for at least six months. (I've always had a very positive response with this approach!)

## SECTION #3: Questions YOU Should be Asking Your Interviewer!



**Your assignment:** Write down your list of questions on a pad of paper and take it with you to the interview. On that same pad of paper, I also include reminder notes about my career success stories that I want to share during the interview. And yes(!) it's perfectly acceptable to take notes during your interviewer. – Just don't rely too heavily on writing everything down that you lose the ability to have strong, steady eye contact with your Interviewer.

## SECTION #4: Managing Perceptions During the Interview!

People make judgments very quickly based on first-time impressions, and even more quickly during the interviewing process. It's almost as if your Interviewer is looking to find reasons NOT TO HIRE YOU.

But you can overcome this by doing a few simple things to strategically manage perceptions. During my own interviews, I make conscience efforts to shape perceptions so that my Interviewers can let go of any reasons not to hire me, and embrace all the reasons that they SHOULD HIRE ME!

### A. Shaping the Mindset that You Are in “High Demand”

One strategy I consistently use that has been very effective for me (and helped me land some great jobs!) is to carefully lay the foundation that I am interviewing the Interviewer just as much as he/she is interviewing me!

**It's human nature to want something more when it's in short supply.** So by carefully shifting the mindset of my Interviewer to let him know that I am not a “sure thing” – meaning that I'm exploring all my options and that I'm selective about the companies and people that I work for - I'm actually strengthening the *connection* and creating a heightened sense of urgency that makes my Interviewer *want* to hire me.

If you're interviewing with other companies be sure to share this (in a very subtle way!) with your Interviewer. Consider saying something like you have an interview set up the following week with another company ... but the reason you're interested in working for this company is because they have such a great reputation and track record for introducing new products into the market (or whatever.)

## SECTION #4: Managing Perceptions During the Interview!

Using this strategy depends on your situation and level of comfort. If you need a job RIGHT NOW, it may not be in your best interest to do this. Or, if you feel that this is NOT the right kind of approach for you, then you may want to simply skip this strategy. However, if you are in a position that you want to take your time to find the “right” company and manager to work for – then it may help you to consider weaving a few of these statements into your next interview.

The key is to be very specific about the reasons you want to work for that company. This strategy shows that you’re in high demand, but you’re excited about the possibility of working for THIS company! Of course, only use this strategy if you really are interviewing with others.

**What can say to position yourself in high demand?** \_\_\_\_\_

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### **B. Sharing a vision of the next company where you want to work.**

Consider saying something like, “In my next career move, I’m looking to work for a company that... (example: has an innovative culture; or wants to explore new ideas in e-business solutions; or wants to seek out new global markets, etc.) Show that you take your career seriously and that you are selective about the type of company where you want to work.

What is your vision? \_\_\_\_\_

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## SECTION #4: Managing Perceptions During the Interview!

### C. Dissolving the misconception that you're desperate.

Unfortunately, most Interviewers make the assumption that all job candidates are desperate. So one of my key interviewing success strategies is to make my Interviewer aware that I am not at all desperate!

It doesn't matter if you're consulting, own your own business, or working for someone else - if you're currently employed then let your Interviewer know that you are happy in your current situation. **This sends a clear message that you're not looking to take just any job with any company.**

Many times, I've said something like, "I'm actually really happy in my current position! The reason I submitted my resume though, is because I've always admired this company and the position sounded like my ideal dream job." Make sure you give a specific reason why you submitted your resume.



**Bonus tip:** Interviewers are always more interested in those candidates who are genuinely passionate about the company and the job role. So be sure to give SPECIFIC REASONS why you're excited about the position and the possibility of working for that particular company. If you need a little help defining a reason why you want to work for a particular company, I'll be giving you a few ideas in the next section, "Educating Yourself About the Company."

**To summarize, there are three key ways that you can manage perceptions during the interview to create a deeper connection with your Interviewer and significantly increase your chances of getting the job –**

1. Creating the mindset that you're in high demand in the marketplace,
2. Sharing the vision of the kind of company where you want to work, including specific reasons why you're passionate about the job role and the company, and
3. Dissolving the misconception that you are desperate for work.

## SECTION #5: Do Your Homework and Educate Yourself about the Company!

The fifth ingredient in preparing for an upcoming interview is to educate yourself about the company. Be as well informed as possible about the company including its history, products and services, competition, culture, and achievements. For example, think about how would answer the questions, "What do you know about our company?" or "Why do you want to work for our company?"

You can research the company by talking to current or past employees, those in your professional network who are familiar with the company, and doing some research on the Internet. Type the company's name in the Google and Yahoo search directory and see what appears. Visit the company's web site and download the latest press releases and annual report.

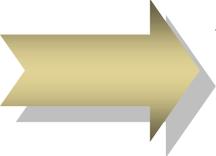
Is there business on the upside or downside? Have they expanded, down-sized, changed Sr. management, or recently bought any other companies? How are sales? How many office locations and employees do they have? What's their corporate mission? Can you find out anything about their company culture? What can you learn from reading their senior executives' bios? Check their Jobs Online to see which departments are hiring.

You don't need to know the answer to all of these questions, but you should know enough to sound reasonably knowledgeable about the company during your Interview. **The point is you want to show that you're educated about the company and that you have specific reasons for wanting to work there.** You may want to add a few of the following to your list of questions –

1. "I recently read that... Does this have an impact on how you're doing business?"
2. "I did some research on this company and see that sales are up \_\_%. Could you talk a little bit about how that happened?"
3. "From looking at the company's web site, it looks like the corporate culture has a strong commitment to quality and customer service? Is that right?"

## SECTION #5: Do Your Homework and Educate Yourself about the Company!

4. "I read in the Business Journal that the company down-sized last year. Can you share with me how that has impacted the business, and the current morale within the organization?"
5. "I saw that the company recently launched a new product (or bought another company, or opened a new store, etc.) It seems like business is on the upswing. Are there other plans for expansion?"



**Your assignment:** Write down what you know about the Company:

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**Now, write down the questions you want to ask during your Interview:**

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## SECTION #6: What To Say to Close The Deal!

Now let's turn our attention towards the end of the interview and what you should say to close the deal. If you'd like to have the job, then there are a couple of things you'll want to do...

- A. **Address any concerns.** First, you may want to ask your Interviewer if he/she has any hesitations or concerns about your skills and abilities. Consider saying something like, "I'm very interested in this position and would love the opportunity to work for you. Do you think I'd be a good fit for this position?"

This way, you can address any concerns right up front. You may get a robotic response like, "We have several more candidates to interview and will conduct the next round in a few days", or you may get some real feedback that could be helpful to you!

If your Interviewer shares any concerns try not to get defensive. Do your best to put a positive spin on any shortcomings. You can also address your response to any concerns in your "thank you" letter.

- B. **Find out next steps.** Next, most interviewers will share with you what the next steps are. However, if they don't, then be sure to ask. Feel free to say something like, "What are the next steps?" For example, will they be selecting candidates for another round of interviews, or are they ready to make a final decision? Can you expect to hear from them in the next few days or the next few weeks?
- C. **Permission to follow-up.** One great strategy that I always use is to ask my Interviewer if I may follow-up with him if I have any further questions. This gives you an open invitation to contact him if you have not heard back by the intended timeline.

For example, let's say they plan to call candidates by Friday to set up the next round of interviews for the following week. If I haven't heard from them by Friday morning, then I'll call (since I've already asked permission to call with any questions...) to once again express my interest in the

## SECTION #6: What To Say to Close The Deal!

position and say that I would love the opportunity to take part in the next round of interviews.

This is very effective because it can nudge an employer to add you to the list of next round interviews, even if you weren't originally included.

- D. **Reassure you can do (and want!) the job.** Successful job candidates reassure their Interviewer that they can *do* the job and that they *want* the job. You can state this in a variety of ways but make sure that you use your own style and sound confident when you say it. I usually say something like, "I know I can do the job successfully, and I'd love to have the opportunity to work with you!"
- E. **Ask for a business card.** Finally, be sure to ask for their business card before you leave. You'll want to use it to write a hand-written thank you note afterwards so you'll want the correct spelling of their name and mailing address.

## SECTION #7: ...And a Few More Final TIPS!!

As I'm sure you're fully aware, the interview is a big step towards advancing your career, and it could even be a life changing event. For this reason, your upcoming interview should be **your highest priority**. You must give it your full attention and dedicate time to –

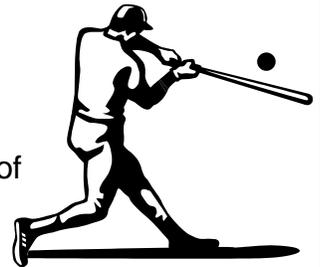
- Prepare your questions and rehearse your answers.
- Ensure that you arrive 15-minutes early to the interview by planning your route and even driving it a few days before.
- Clear your mind and gather your thoughts together by turning off your cell phone, beeper and any electronic device a minimum of 30-minutes prior to your interview. You should have a calm and confident attitude – not frazzled or anxious because other things on your mind.

## SECTION #7: ...And a Few More Final TIPS!!

After your interview, be sure to write a hand written thank you note to every person who interviewed you. Very few candidates do this and it's a nice touch to make you stand out from your competition!

Use the thank you note to remind them of your key strengths, talents and achievements, as well as specific reasons why you're passionate about the company and the job.

Remember - preparation is the key to every interview. When you prepare, rehearse, and implement the interviewing techniques recommended in this guide, you are well on your way to standing above your competition and knocking your upcoming interview out of the ballpark!



To get even more **personalized** interviewing strategies that are specific to your situation, contact Career Coaching 360 today for a private one-to-one interviewing session. For more information visit the website: [www.CareerCoachig360.com](http://www.CareerCoachig360.com) and click on “**Interviewing**” at the top of the web page. Contact us today at [Service@CareerCoaching360.com](mailto:Service@CareerCoaching360.com) or call us toll free at 877-559-4533!

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