

INTERVIEW DO'S & DON'TS

WHAT TO DO

- Find out all you can about the company before the interview.
- Have a resume and reference sheet prepared.
- Be prepared to discuss your qualifications and skills.
- Find out the average salary in this field before the interview.
- Dress for the job you want.
- Arrive 15 minutes early.
- Always shake hands, smile, and introduce yourself to the interviewer.
- Try to appear calm.
- Be personable and friendly.
- Call them Mr./Ms. unless told otherwise.
- Sit at the edge of your chair so you look more attentive.
- Answer questions completely.
- Ask questions at end of the interview.
- Thank the interviewer for his/her time.
- Send a thank you letter to the interviewer.
- Speak clearly and listen attentively.
- Make eye contact.
- Maintain good posture.

WHAT NOT TO DO

Watch the interview and write down any mistakes you notice by the interviewee. Try to write down at least 20 mistakes. Following the interview we will discuss the mistakes.

1. Talk on the phone
2. Late
3. Not know the name
4. Smoke
5. Jeans
6. Personal problems
7. Irrelevant subjects
8. Talks bad about old job
9. No weaknesses
10. No references
11. On her phone
12. no resume
13. Ringer
14. Getting up in the morning
15. Brought food
16. asked for a day off
- 17.
- 18.
- 19.
- 20.



DRESSING FOR SUCCESS

PROFESSIONAL BUSINESS ATTIRE



BUSINESS CASUAL ATTIRE



MEN | DRESS FOR THE JOB!

- A two-piece suit will do in most instances.
- Solid color shirts are safer than bold prints or patterns.
- Simple pattern ties are best for an interview.
- Wear polished shoes with dark socks high enough so no skin is visible when you sit down. Black pants = black socks.
- Men should refrain from wearing earrings.

WOMEN | DRESS FOR THE JOB!

- A suit with a jacket and a long sleeved blouse is most appropriate. The suit skirt should be long enough so you can sit comfortably.
- Accessories should be kept simple. Basic shoes, modest jewelry, light make-up and clear or conservative colored nail polish to help present a professional look.
- Pants are more acceptable now but are not recommended for interviews unless you're positive that they would be appropriate.
- No runs in your hosiery.

FINAL CHECK

Lean toward a conservative look versus a trendy look.

Iron clothes and shine shoes.

Make sure your hair is neat and appropriate.

Empty pockets - no jingling coins.

No missing buttons, crooked ties, or lint.

Avoid perfume or cologne.

No visible body piercing (nose rings, eyebrow rings, etc.) or tattoos.

A CLEAN SOCIAL IMAGE

Some employers are searching the Internet to see if they can catch a glimpse of you beyond your sterling resume or fabulous interview performance. If the two pictures don't match, that job you've been pursuing - or are already in - could potentially vanish. To avoid this happening, take the following steps:

GOOGLE YOURSELF

Use the popular search engine to look up your name. You may want to try a few other search engines too, like YAHOO and BING. Does anything potentially damaging turn up? If so, consider contacting any sites where you found this information and ask to have it removed.

MONITOR SOCIAL NETWORK PROFILES

Have you posted stories or photographs on sites like Facebook, Instagram, YouTube, and Twitter that could turn off a prospective employer? Have friends posted any potentially damaging information that could somehow be associated with you? Are you a member of any Facebook groups whose names and activities could be deemed suspect? When in doubt, take it out!

CONTENT INVENTORY

Have you written about - thus sharing with the world - any topics or experiences that might give a prospective or current employer pause on your personal website or blog?

Once you have your Social Image cleaned up, take a look at your cell phone and e-mail address and ask yourself the following:

1. Is my ring back tone appropriate for a potential employer to hear?
2. Is my voice mail professional?
3. Is my e-mail address appropriate for an employer to see and use?

When you're done, your overall presence should pass the "would you be comfortable if your grandmother saw or hear this?" test. Grandma may never look you up online, but an employer certainly might. What will he/she discover about you?

THANK YOU LETTER FOR INTERVIEW

1441 College Park Rd.
Lima, Ohio 45801
419-998-3120

(Insert Date)

Mr. Daniel Klopp
University of Northwestern Ohio
1441 N. Cable Rd.
Lima, Ohio 45805

Dear Mr. Klopp:

Thank you again for the opportunity to interview for the marketing position. I appreciated your hospitality and enjoyed meeting you and members of your staff.

The interview convinced me of how compatible my background, interest, and skills are with the goals of (Name of Company). As I mentioned during our conversation, my experience has prepared me well for direct sales opportunities. I am confident my work for you will result in increased profits within the first two years.

For more information on my professional experiences, please call (A Reference) at (Phone Number).

I look forward to seeing you again.

Sincerely yours,
(Written Signature)
Susan Miller



THE 4 P'S OF INTERVIEWING

PREPARATION

Do the bare bones research before the interview.

Look at the company's web site or read a brochure on the company.

Sit down and think about questions that they are going to ask you and how you are going to answer those questions.

When setting up an interview, it's perfectly acceptable to ask questions like: Who will I be talking to? Where is this interview going to be held? Can you give me directions?

PRACTICE

Once you've determined what questions they might ask you, practice answering questions in front of someone.

It is more difficult to give your answer to a live person and ask them what they thought of your answer than to look yourself in the mirror and do it.

PRECEPTIVE QUESTIONS

Prepare questions you might have about the position or company ahead of time so when you are given the chance to ask questions you have them prepared.

Develop a tough question for the interviewer. Asking really well-thought-out questions shows that you know the business.

PERSONAL PRESENTATION

Dress appropriately for the interview.

Basic standards of interviewing etiquette: A good handshake, good eye contact, not being nervous, smiling - they don't see the real you if you're uptight.

SIX COMMON INTERVIEW KILLERS

1. NOT KNOWING YOUR AIM

Candidates often think their purpose in an interview is simple to ask for a job. Your goals are to demonstrate how you are a good fit for the organization, and to assess whether the job is really right for you.

2. LOUSY NONVERBAL COMMUNICATION

Your first impression makes the difference. When you enter the interview room, stand up straight, make eye contact, and offer a strong handshake with your interviewer.

3. FALLING INTO THE ANSWERS-ONLY RUT

An interview is a conversation, don't just answer their questions. When you do answer any questions, make sure that you answer immediately and follow up with a question of your own, if at all possible.

4. RAMBLING

Telling your interviewer more than they need to know could be fatal. Your stories should be 60 to 90 seconds long and they should have a relevant point. Stick with your rehearsed stories, your research, and the questions you need to ask.

5. MAKING INCORRECT ASSUMPTIONS

Points are not deducted at the interview for asking questions when you don't understand something. Don't guess at what your interviewer means, stop and ask for clarification before you answer.

6. NOT ASKING SPECIFIC QUESTIONS

You want to find out more about what this job is really about and whether you want it. Arrive with a list of several prepared questions.

TOUGH INTERVIEW QUESTIONS

1. TELL ME ABOUT YOU!

Keep your answer to one or two minutes; don't ramble. Talk about your experience, qualifications and accomplishments – don't talk about childhood experiences.

2. WHAT DO YOU KNOW ABOUT OUR COMPANY?

Do your homework before the interview! Spend some time online or at the library researching the company.

3. WHY DO YOU WANT TO WORK FOR US?

Don't talk about what you want; talk about their needs. Give an example of how you can make a definite contribution to specific company goals.

4. WHAT WOULD YOU DO FOR US? WHAT CAN YOU DO FOR US THAT SOMEONE ELSE CAN'T?

Relate past experiences that show you've had success in solving previous employer problem(s) that may be similar to those of the prospective employer.

5. WHAT ABOUT THE JOB OFFERED DO YOU FIND THE MOST ATTRACTIVE? LEAST ATTRACTIVE?

List three or more attractive factors and only one minor unattractive factor.

6. WHY SHOULD WE HIRE YOU?

Because of your knowledge, experience, abilities and skills.

7. WHAT DO YOU LOOK FOR IN A JOB?

An opportunity to use your skills, to perform and be recognized.

8. PLEASE GIVE ME YOUR DEFINITION OF A ... (THE POSITION FOR WHICH YOU ARE BEING INTERVIEWED).

Keep it brief – give an action – and results-oriented definition.

9. HOW LONG WOULD IT TAKE YOU TO MAKE A MEANINGFUL CONTRIBUTION TO OUR COMPANY?

Not long at all – you expect only a brief period of adjustment to the learning curve.

10. HOW LONG WOULD YOU STAY WITH US?

As long as we both feel I'm contributing, achieving, growing, etc.

11. DO YOU GENERALLY SPEAK TO PEOPLE BEFORE THEY SPEAK TO YOU?

It depends on the circumstances.

12. WHAT WAS THE LAST BOOK YOU READ? MOVIE YOU SAW? SPORTING EVENT YOU ATTENDED?

Talk about books, sports or films to show that you have a balance in your life.

13. WHAT IS THE TOUGHEST PART OF A JOB FOR YOU?

Be honest. Remember, not everyone can do everything.

14. ARE YOU CREATIVE?

Yes. Give examples that relate to your current job.

15. HOW WOULD YOU DESCRIBE YOUR PERSONALITY?

Balanced is a good word to use, but remember the type of company with which you are interviewing. Some companies may want someone who is aggressive and a go-getter.

16. ARE YOU A LEADER?

Absolutely! Cite specific examples using your current job or school activities as a reference point.

17. WHAT ARE YOUR FUTURE GOALS?

Avoid, "I would like the job you advertised." Instead, give long-range goals.

18. WHAT ARE YOUR STRENGTHS?

Present at least three and relate them to the company and job for which you are interviewing.

19. WHAT ARE YOUR WEAKNESSES?

Don't say that you don't have any. Everyone has at least one weakness. Try not to cite personal characteristics as weaknesses, but be ready to have one if the interviewer presses. Turn a negative into a positive answer: "I am sometimes intent on completing an assignment and get too deeply involved when we are late."

20. ARE YOU AT YOUR BEST WHEN WORKING ALONE OR IN A GROUP?

Both. I enjoy working as part of a team and I can work independently to get my share of the work done.

