

Making Connection and Interview Preparation





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(+/-70%)
**Known
Candidate**

(5%)
**Created
Position**

(20% +/-)
**Applicant
Pool**



Employer

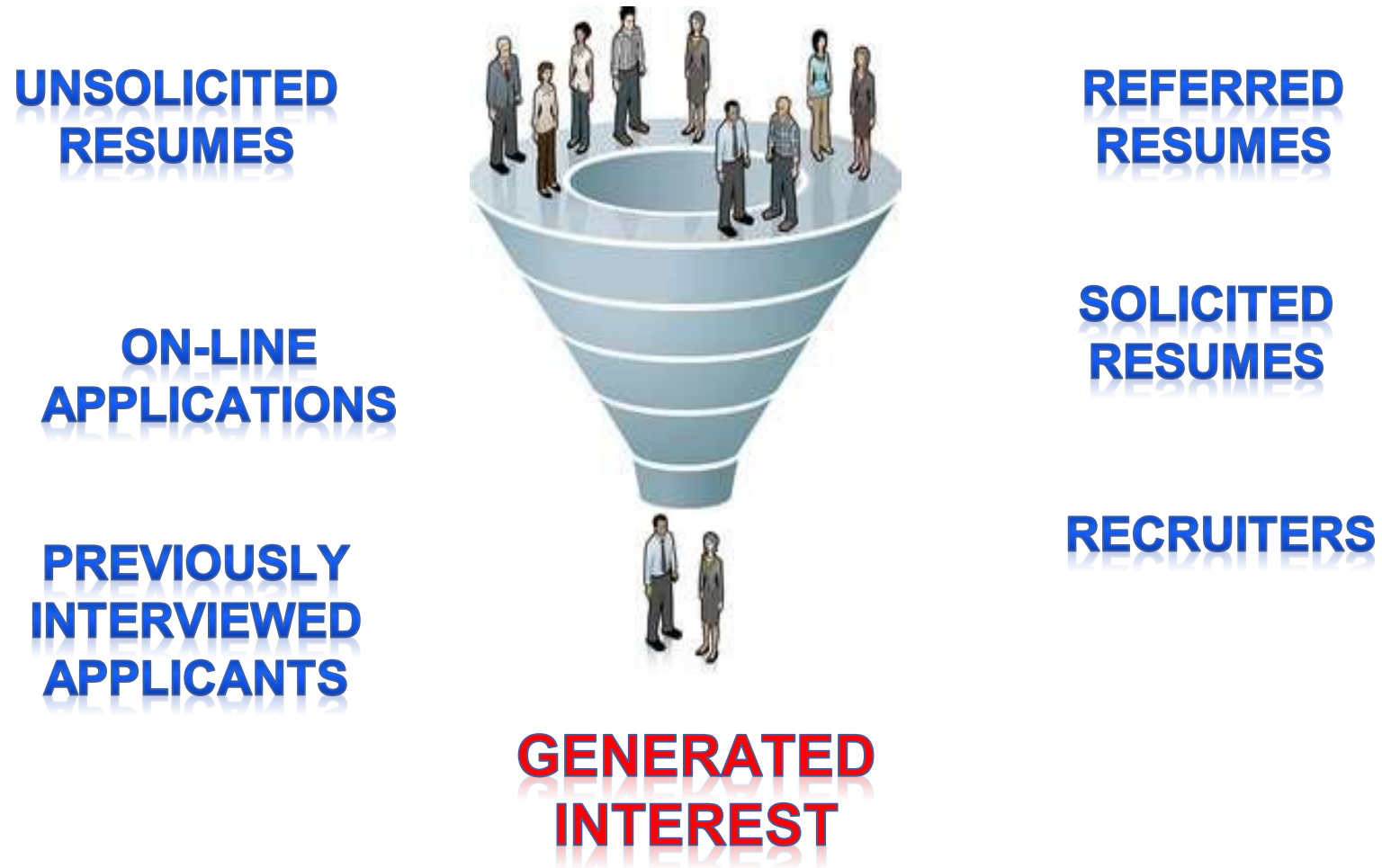
Typical Stages of Job Development



MOST HIRING IS DONE IN STAGES 1 THROUGH 4. ONLY 10% OF PEOPLE ARE HIRED IN STAGE 5.



APPLICANT FUNNEL



Networking Is Relationship Building & Exploring for Opportunities



Social Media Tools

People



Groups

Companies







30 Summary Elevator Speech



“Tell me about yourself.”

- **WHO ARE YOU?**
- **WHAT ARE YOU LOOKING FOR?**
- **WHAT ARE YOUR SKILLS?**
- **HOW CAN YOU BENEFIT THE COMPANY?**



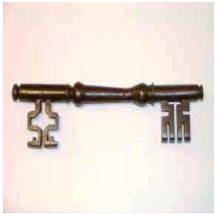
CRAFTING YOUR ELEVATOR PITCH



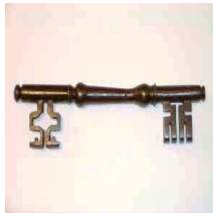
- **Determine what you want**
- **Write it out**
- **Define the audience**
- **Refine**
- **Practice**
- **Act**



The 3 Keys to Networking



Visibility



Credibility



Likeability



Networking Necessities

Portfolio



Business Cards



Handbill



Interview Preparation

- **Research the Company**
- **Prepare & Practice**
- **Know Your Audience**
- **Show Confidence**
- **Answer Questions**
- **Listen**



Libraries and Reference Librarians

Databases:

- www.atozdatabases.com www.referenceusa.com

Business News:

- Inc., Fast Company, Fortune, Business Ledger, Crain's, Wall Street Journal, Major Newspaper / news-websites
- www.industryweek.com
- www.techrepublic.com
- www.workforce.com

Directories:

- Service Industry Guide
- Manufacturing Directory

Professional Organizations & Associations:
Trade Magazines, websites, member lists

Company Websites



Research a Company

Use Databases for Industries and Companies

Identify Employers: Dream Employers, Employers with Contacts, Employers currently hiring, Trending employers

Google Company

- Company Website
- News
- Financials

Linkedin:

- Company site,
- Job postings,
- Connections,
- Connections with decision makers

Facebook:

- Company page,
- Friends at company
- Friends

Twitter

- Follow News Feeds
- Contacts



Deconstruction of the Position

- Read for overview
- Identify Role scope and authority
- Highlight skills and tools
- Match your skills, and accomplishments
- Quantify accomplishments (\$, #, %)
- Write out stories about skills, and accomplishments
- Use **SPART**– Story Setting, **Problem**, **Action**, **Results**, Tie-in
- Practice story with a partner
- Adapt to audience and method



Predicting Objections

Before the Interview ask yourself these questions:

- What **characteristics** does the ideal candidate have?
- What is the interviewer **afraid** I won't have?
- How might the interviewer **define** my type?
- What **preconceived notions** will the interviewer have based on my background?



5. What is your greatest weakness? (continue...)

Knowing your
weaknesses
is as important as
knowing your
strengths

The Coding CHENels

Tips to answer this question:

- Show that you are aware of your weakness and what you have done to overcome it.
- Show that you are “self-aware” and that you have the ability to take steps to improve yourself.
- Don’t you DARE answer with the cliché “I’m a perfectionist” answer or any other such answer that the hiring manager can see right through.
- Don’t highlight a weakness that is a core competency of the job. (Know the job description “inside and out”.)
- Don’t dodge this question.



Behavioral Answer Format

- **S**ituation Overview
- **P**roblem
- **A**ction
- **R**esult
- **T**ie - *In*



Interview Preparation

Topic	Story	Structure	Tie-in / Take Away
What topic or skills might you be asked about?	What story are you going to use as an example?	<u>P</u> roblem <u>A</u> ction <u>R</u> esult	What skills did you use that tie you to the position? What is one thing that you want the interviewer to make sure they hear about in your story?
		<u>P</u> roblem <u>A</u> ction <u>R</u> esult	
		<u>P</u> roblem <u>A</u> ction <u>R</u> esult	
		<u>P</u> roblem <u>A</u> ction <u>R</u> esult	
		<u>P</u> roblem <u>A</u> ction <u>R</u> esult	



Telephone Techniques

- **Attitude**
- **Timing**
- **List of Contacts**
- **Planning Worksheet**
- **Keeping a Written Record**
- **Influence/Sound Image**
- **30 Second Summary**



The Telephone Interview

- **Be prepared – quiet work area**
- **Dress for success**
- **Actively listen**
- **Be brief in your responses**
- **Be prepared for salary question**



Answering the Interview Call

Verify for:

- Name of Company
- The Interviewer's Name and Position
- Title of Position

Some questions you may ask:

- “How did you find me?” (Use if you don't know Employer)
- “What attracted you to my Resume?”
- “Why is the Position open?”
- “Please review the Job Description for Me...”



Addressing \$alary Questions

Duties + Responsibilities + Authority = \$alary

- I'd rather know more about the position and all it entails before discussing salary.
- I'm sure once we discuss the position and how my background fits, we will have a much more productive salary discussion.
- I hesitate to discuss salary this early however my salary survey research says that the range for this type of position is between \$XX,XXX and \$YY,YYY.
- I'm glad you brought it up! What is your budget for this position?



Coordinating the Interview: Now What ?

Questions to Ask when Setting up Interview:

- What interview format should I expect? Panel, 1-1, etc.
- What is the interview agenda or schedule?
- Can you tell me the names of the individuals who will be interviewing me?
- Is there anything I need to bring or prepare for the interview? Portfolio or Case Study?

Actions Before Interview:

- Research more on Company; Google, Company website and LinkedIn page.
- On LinkedIn page: ID your Connections, look up interviewers
- Get clothes ready
- Drive Route
- Prepare story examples of required skills and related experiences
- Predict Objections
- Develop questions to ask

