# Making Connection and Interview Preparation









Jim Fergle
Job Search Services Manager



(+/-70%)
Known
Candidate

**(5%)** 

**Created Position** 



(20% + /-)

Applicant Pool



# **Employer**

#### Typical Stages of Job Development

The number of Xs represent the potential size of the competition for the job opening

1. PERCOLATION STAGE

XX

Replacement Need Develops

**New Business Planning** 

Acquisition or New Product Development Existing Business Considers Expansion

2. EARLY NOTIFICATION STAGE XXXXXX

#1 Method for External Hires

Job Seeker

Internal and External Notification

Announcements about business activity that may generate job openings

3. INFORMAL NOTIFICATION STAGE

XXXXXXXXXXXXXXXXXXXXXX

Information known within business circles (General, Trade or Community Specific) Informal Recruitment Begins

4. FIRST STAGE OF FORMAL HIRING BEGINS

5. FULL SCALE PUBLIC RECRUITMENT

Advertising Mailings

Major Outreach Campaign

Personnel Agency

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

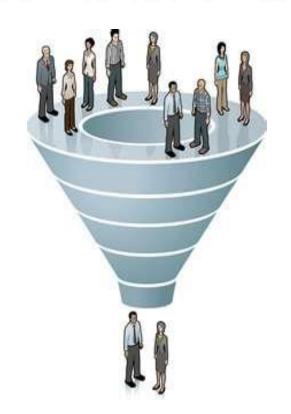


# APPLICANT FUNNEL

UNSOLICITED RESUMES

ON-LINE APPLICATIONS

PREVIOUSLY INTERVIEWED APPLICANTS



GENERATED INTEREST

REFERRED RESUMES

SOLICITED RESUMES

**RECRUITERS** 



# Networking Is Relationship Building & Exploring for Opportunities





### Social Media Tools

People



Groups

Companies



**Family** 

**Friends** 

**Neighbors** 

**Company Employees** 

**Professional Organizations** 

**Chamber** of Commerce



Former Co-workers

**Mentors** 

**Thought Leaders** 

Religious Spiritual Groups

**Interest Groups** 

**Influentials** 

**School-Alumni Career Services** 





# 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







# Networking Necessities

# Portfolio





Business Cards





Professional Experience		
Balance, Gray and Easter.	38 - 36	
Deceme Coach		
JiM Toderotopy Services, Inc.	761 167	
Chokanal Makinger		
Namble Took, Inc.	90-91	
Parties (Sales Missage)		
Street Quantum and Jan.	39 - 34	
VF of Lecturical Berrians		
Tolk Corporation	76 - 70	
Disease of Quality		
Sprighers, Sec.	75 - 16	





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







# Research a Company

<u>Use Databases</u> for Industries and Companies <u>Identify Employers</u>: Dream Employers, Employers with Contacts, Employers currently hiring, Trending employers

#### **Google Company**

- Company Website
- News
- Financials

#### Linkedin:

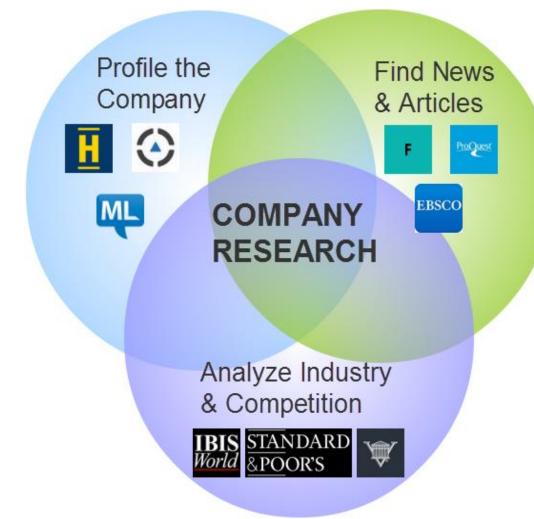
- Company site,
- Job postings,
- Connections,
- Connections with decision makers

#### 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...)



#### 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 cliche "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

- Situation Overview
- Problem
- Action
- Result
- •Tie In





# Interview Preparation

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

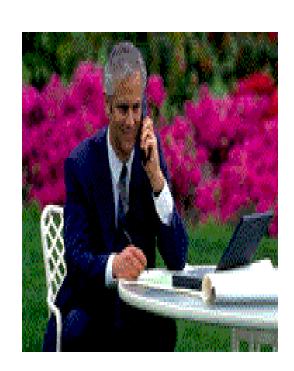
- Attitude
- Timing
- List of Contacts
- Planning Worksheet
- Keeping a Written Record
- Influence/Sound Image
- 30 Second Summary





# 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

