



Make
Your
Next
Interview
Your
LAST

Tired of...

...coming in second?

...getting stumped by “zinger” questions?

**...letting your lack of confidence
ruin your performance?**

Then this eBook is a must-read!

It tackles some of the toughest interview challenges and provides quick, practical solutions to help you nail your next interview – and get hired!



I have a big interview coming up. What's the best way to research the employer?

Go into your next interview with your eyes wide open, by doing your homework in advance.

Here are three smart ways to learn more about an employer (so you'll be confident, poised and prepared for whatever they throw your way):

- **Company website**

Check out the employer's "About Us," "Our Mission" and "News" pages, so you better understand their industry, lines of business and company goals.

- **Glassdoor.com**

This employer review site contains anonymously posted info from current and former employees. Get insider information about corporate culture, salaries and more.

- **LinkedIn**

Look up the company profile and check out the executive and management teams, as well as potential supervisors and co-workers.



I'm really nervous about my interview. What should I do?

Don't panic. Try practicing first!

Available through student career services centers, employment agencies, career coaches and local workforce services offices, a mock interview is a great way to:

- Reduce stress and anxiety, while boosting your confidence.
- Get constructive feedback in a low-stress environment.
- Prepare for common and behavioral interview questions.

Even if you have interviewing basics down, a mock interview can help you polish your presentation – and make a great impression on a prospective employer.



I feel really awkward when I meet an interviewer. How can I make a good impression?

It may be called “small talk,” but those initial words can have a huge impact on a potential employer’s opinion of you!

If you’re not an expert in the art of conversation, use these tips to make a great impression:

- **Prepare an opening line**

Before the interview, have an introductory statement ready to prevent awkward pauses or verbal blunders. “Thank you for taking the time to meet with me today,” may be all you need to say.

- **Focus on the interviewer**

If he volleys back into your court, ask a neutral question. “Did you have to juggle your schedule much to accommodate this interview?” Your interviewer wants to take control of the conversation; this presents a perfect opportunity for the transition.



I've read so much conflicting information. Should I drop names? Arrive early?

Name-Dropping

Should you name-drop in the interview? It depends on the job and the context.

If you're trying to impress a hiring manager, name-dropping might rub them the wrong way – and cost you the job.

But if your contacts are valuable for the position (as they might be with a sales job), find a way to communicate who you know within the context of business – particularly as an example of how your connections would add value for the company.

Arriving Early

The early bird may get the worm, but arriving more than 15 minutes ahead of your interview time isn't a good idea.

Why? Waiting just makes you frustrated and anxious. Plus, it puts unnecessary time pressure on your interviewer, causing him to become frustrated with you.

A better option? If you arrive earlier than you intended, wait in your car or take a walk around the block to kill extra time before your interview.

I was fired from my last job. How should I handle it?

It happens to the best of us, but it doesn't have to ruin your chances of landing the job you want. If you've been let go from a job, here's what to do before – and during – the interview:

- Talk to your references ahead of time, so you know what they're going to say about the situation.
- Don't volunteer that you were let go; wait for the interviewer to broach the subject (you never know – it may never come up!).
- Script and rehearse your response – this is not a question you want to "wing" the answer to.
- Keep the conversation positive and honest. Acknowledge your role in being let go. Pointing fingers reflects poorly on you.
- Explain what you learned from the experience.
- Turn the conversation back toward the available position – and why you're the best candidate for the job.



My last interview was a disaster. How can I recover?

Recent research shows that human memory is more like video editing than playback, and that memories are subject to change every time you recall them.

So if you've had a rough interview experience that's undermining your confidence, you can actually rememorize it to make it less traumatic – and get your interviewing mojo back:

- Bring the memory to your mind and picture it getting smaller and more faint (playing back on a smartphone that's moving away from you).
- Add details that jumble the memory. For example, turn your interviewer into a cartoon character and transform the meeting room into the inside of a candy store.
- Repeat this process several times and the bad interview simply won't matter as much to you. It might even make you chuckle, because you have literally and physically rewired your brain!



I haven't done this exact job before. How can I sell my skills better?

Many job skills are transferrable – which means you can apply them in a variety of positions. To make yourself more desirable as a job candidate, play yours up during the interview:

- **Define your transferrable skill set**

Things like organizational skills, software proficiency, communication skills, supervisory / management skills, the ability to diagnose and solve problems, and customer service skills are all examples of transferrable skills. Refer to your resume to make a list of yours – and commit it to memory.

- **Showcase them during the interview**

Listen for opportunities to highlight ways you could use your transferrable skills. When your experience or background is not a perfect match, close the gap by demonstrating how you can apply your existing work skills in the new setting.



Obviously, I have to review my skills and experience. But what else does the interviewer want to hear?

The following phrases are music to a recruiter's ears. Try working one of them into your next interview:

- *"I've been really successful at this in my role at [XYZ Company]."*
Show that you not only have the skills – you know how to use them.
- *"I'm excited about [X] aspect of this position."*
Communicate that you're passionate, enthusiastic and ready to hit the ground running.
- *"Actually, I just had a conversation with [X] to find out more about this very topic."*
This works great, especially if there's a skill or knowledge gap between you and the job. The phrase shows an interviewer that you're interested in learning and improving yourself.

What should I ask? What should I say?

Hiring managers want you to ask good questions. The questions you pose offer insights about your personality, intelligence and desire for the position. In a 1st-round interview, here are three questions you should ask:

- What will be expected of me during the first 90 days?
- What are the soft skills required for success in this position?
- What do your company's top performers have in common?

...and at the interview's conclusion, always, ALWAYS say, "Thank you. I really want this job!"

Demonstrating good manners and enthusiasm is so easy – yet not everyone does it. Set yourself apart from the crowd and leave a lasting, positive impression by communicating your interest and gratitude.



I want the inside scoop. How can I find out what it's *really* like to work at a company?

Want real insights in your next interview? Move beyond the standard:
"How would you describe your company culture?"

Try one of these questions to get a better sense of:

- **Company values**

What happens when an employee fails or makes a mistake?

- **Company politics**

How is conflict resolved here?

- **Daily work life**

How does management support and motivate employees?



I didn't get hired. Why was I passed over?

Not getting the job is disappointing, but it also presents a learning opportunity. Asking follow-up questions after you've been rejected can help you grow as a job seeker and improve your candidacy the next time around:

- **Use the phone**

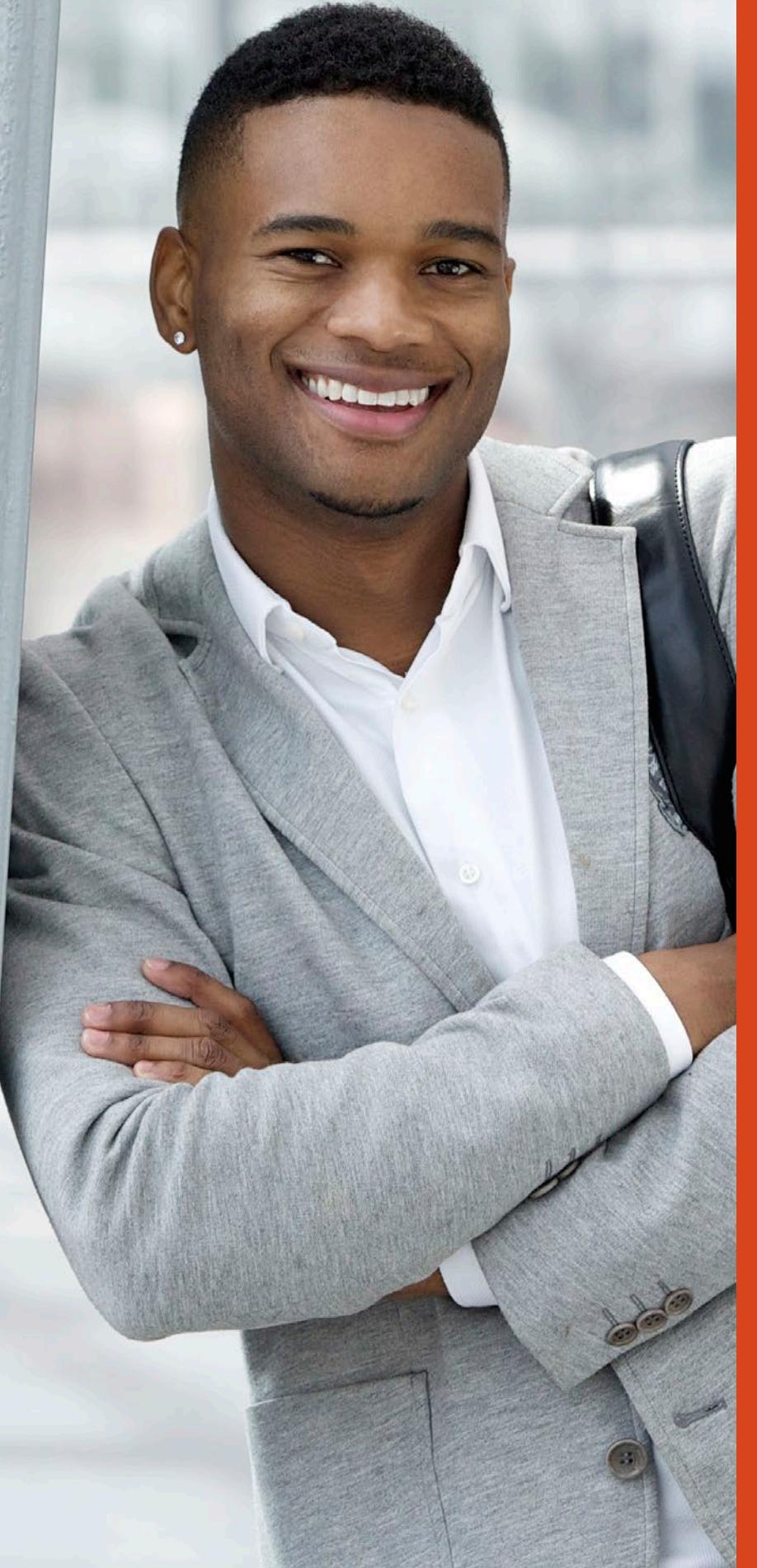
Initiate with an email asking for constructive feedback, but suggest a phone call. Because of liability issues, an employer is more likely to respond if there's no written record of the conversation.

- **Get specific**

"How can I improve my interviewing style?" "What key qualifications was I missing?" "Do you have suggestions for strengthening my resume or cover letter?"

- **Don't put your interviewer on the spot**

You'll get more candid feedback if you don't ask directly why you weren't hired.



I made it to the second interview. Now what?!

Pat yourself on the back, and then get ready to up your game.

Second-round interviews are typically with higher-level professionals, so the questions are more focused (and usually more difficult). Don't get flustered or intimidated. Use these tips to nail the callback:

- **Find and leverage an ally**

At this point, you've probably met someone who can give you the inside scoop – it could be an HR contact, a staffing recruiter or even your 1st round interviewer. Find out what factors are most important to your 2nd round interviewer. Politely ask for feedback and pointers to give you an advantage in the next round.

- **Stick to your guns.**

Your interview strategy landed you the second interview – so you're doing something right! Be confident. Keep your responses and demeanor consistent with the 1st round.

Need interview assistance? Try a Staffing Firm!

Staffing recruiters know that finding a job is stressful – and they want to help!

When you register with a staffing agency, you'll interview with an employment expert in a low-stress environment. You can practice your interview skills and get pointers on how to improve your performance.

Simply put, your staffing partner wants to ensure that you don't just interview, but actually land the job you want. Contact your local staffing agency today to learn about their job search resources or to schedule an interview.

Who knows – maybe it'll be your last one!