

Interviewing

*"Two people are better off than one, for they can help each other succeed. If one person falls, the other can reach out and help. But someone who falls alone is in real trouble."
— Ecclesiastes 4:9-10*

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Intro ✓

- Career Coaching
- First Step

Level 1 ✓

- Personal Branding
- Standard LinkedIn

Level 2 ✓

- Resume
- Advanced LinkedIn
- Using LinkedIn to Target Companies

Level 3

- Interviewing
- Mock Interviews
- Salary Negotiations

1-on-1 Coaching


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Agenda

- Preparing for your interview
- Tips for a successful interview
- Closing and follow-up

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Preparing for your Interview



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Who gets the job?

“It’s not the smartest or best qualified candidate that gets the position,



It’s the one who interviews best!”



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Anatomy of an Interview



Understand what the interview is trying to accomplish:

- Employer has a need
- You are pre-qualified
- Do you “fit” the company culture
- Test your qualifications



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Interview Research

- Research company & industry
 - Company's website
 - Social Media
- Ask – How can I best help this company?
- Look for information on:
 - Company culture
 - Management style
- LinkedIn
 - Look up your interviewers
 - Find connections @ company



Positioning Your Qualifications



- List your career accomplishments
 - Focus on top 2-3
- Prepare PAR statement responses
- Quantify wherever possible
- How to answer – “Tell me about yourself”


Uncover Employer Needs

- Review job description
- Be prepared with relevant experience
- Prepare at least 3 power stories

*Be a Problem Solver
NOT a Job Seeker*



Interview Preparation



- Develop 2-3 questions **you** can ask
- Create a personal portfolio
- Practice-Practice-Practice

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Tips for a Successful Interview

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Phases of an Interview

Opening	Middle	Close
<ul style="list-style-type: none">• Break the ice (social)• Attempt to bond• Scope transition (turnaround)• Manage the process	<ul style="list-style-type: none">• Establish Chemistry• Listen / Sell to Needs (PAR)	<ul style="list-style-type: none">• Surface Objections• Trial close• Send email• Follow-up• Stay in touch regularly

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Before the Interview

- Drive by the day before
- Arrive 30 min. early
 - DON'T go in
- Re-check your documents
- Restroom
- Silence cell phone
- 15 min. before – let them know you are there
- Connect with people quickly
- Turn on your visual receptors



During the Interview



- Greet with a firm handshake and look them in the eye
- Lead the conversation
- Be personable
- Have a conversation
- Engage with your interviewer
- Get the interviewers perspective by asking questions

Activity: Tell Me About Yourself

- One of the most common questions asked is: **“Tell me about yourself”**
- How would you turn this into a question?

Building Rapport

- Use good posture
- Make eye contact
- Assess interviewer's communication style
- Assess attention and engagement – Adjust as needed
- Ask questions
- Use 3-4 power stories to explain
- Explain how you can serve them
- Be positive



Types of Interviews



Phone Interviews



- Pre-qualify your interest and expertise
- Quiet area – No noises or distractions
- Their impression of you is shaped by your voice
- Spread papers and cheat sheets out
- Stand up, walk around, and smile

Group/Panel Interviews

- Make eye contact with each person on panel
- Focus on person asking the question, but answer to the group
- Ask Person #1 – “Did I answer Person #3’s question effectively?”
- Even if group seems cold, be warm to them



Situational/Behavioral Interviews



- You are given a situation and asked how you would solve it
- Pretend you work there and are already part of the team
- Always use your Power Stories (PAR statements) to answer these questions.

Activity: Situation Question

- Pair off in two
- Create a situation question
- Example: Tell me about a time when you disagreed with your boss and how did you handle it?

Interview Do's and Don'ts

DO

- Project Presence and/or Competence
- Project Clarity in Views
- Be Honest
- Listen to Needs
- Ask Questions
- Take Notes
- Follow your brand
- Be concise in responses
- Close

DO NOT

- Show up late
- Appear Emotional or Subjective
- Project Aggression / Hostility
- Criticize Past Employers
- Dress Poorly (Meet Company Image)
- Over talk
- Miss Opportunities to Sell Yourself



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Closing and Follow-Up



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Closing – Overcoming Final Objections

- Need to surface and overcome final objections
- *“Based on what you’ve learned from me today, would you consider me for the position” OR “Have I demonstrated that I have all the skills and experience required for the position and can you let me know what you think of me as a candidate?”*
- Listen for the “But...”



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Closing – Ask Questions



- Asking questions is important
 - Shows you are a logical thinker with attention to detail
- “What do you see as the immediate priorities in this position?”
- “How long is the process?”
- “What are the next steps?”
- Close the sale – tell them why you want the job
 - You are selling a service and the product is you

Follow-Up

- **Immediately after the interview** – make your detailed notes
 - Who you met with
 - What was discussed
- Send Thank You note within 24 hours
 - E-mail, mailed letter, or hand written card
 - Do not send the same response to multiple people
 - Highlight / call back to key points discussed during the interview
- Continue communication until they let you know the position status.



Next Steps

- Sign up for a Mock Interview
- Additional interview support materials available on our website

saddleback.com/careercoaching

Questions?

Thank you for attending!



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