

Interviewing

Techniques

PREP Talk

TIPS



Doug Elliot, Career Counselor
delliot@sdccd.edu
cds.sdce.edu

The Four Steps...

Assess your work values, interests, abilities & skills, personality, long-term career goals. Adjust for clarity.

Create a SWOT

Explore occupations and industries found in the San Diego.

Accept local labor market conditions. (LMI)

Evaluate options, make a decision, develop a strategy for achieving your short and long term career goals.

Create a CAP SMART goal plan

**Take action!
Get training and/or conduct a job search using an educational sales approach.**

An Interview

...helps keeps you in the running

...gets you the job

...closes the deal



A sales model:

Introduction - rapport

Qualification - confirms potential

Information - building value – overcoming objections

Close - the decision to hire is made

Interview Purpose

Exchange information with employer:

- **“Sell” your interest, skills and abilities for the job.**
- **Obtain information about the position and team.**
- **Assess the **fit** between your goals, values and needs and the position and supervisor/co-workers.**
- **Make the interviewer feel comfortable with you!**

What Employers Want From You

Can you do the job:

Hard skills

Soft skills

Transferability

Do you fit in:

Personality

Attitude

Energy level

Can you be counted on:

Reliability

Goal oriented

Committed

Do you want to be there:

Motivation

Interest

Work Ethic

Types of Interviews

Behavioral / Story Telling

You provide specific examples of what you have done in the past

Traditional

You respond to interviewer's questions

Case Study

**You are asked to analyze a problem and come up with a solution.
Employer assesses ability/thought processes**

Demonstration / Exam / Job Task / Portfolio

You explain a portfolio or complete an on-the-spot project or test

Types of Interviews

Group

Several applicants interviewed at the same time

Panel

3-10 interviewers interview 1+ applicants

Phone

You are called with preliminary or complex questions for screening purposes

Video

Via Skype for interview

Where is the Information?

- **Self-assessment and reflection**
- **Organization's website**
- **Internet searches: i.e., glassdoor.com**
- **Annual reports/marketing materials**
- **Libraries**
- **Newspapers, magazines**
- **Networking contacts**

Establishing Rapport

Check your attitude and use your best manners:

- **Remain poised and relaxed BUT energized**
- **Minimize distracting body language**
- **Speak clearly - not too fast or slow**
- **Shake hands confidently**
- **Look at all interviewers in the eye**
- **Listen carefully to the question**
- **Sit up and lean forward**

Interview Answer Preparation

Answer questions using the **PAR/STAR** Model...

State the **P**roblem or **Situation/Task** for which you were responsible

State what **A**ction you took to solve the problem or complete the task

State the **R**esults of your actions

ACTION TIME

State a **P**roblem for which you were responsible

State what **A**ction you took to solve the problem or complete the task

State the **R**esults of your actions

Focus on Results...Accomplishments

Be specific and use numbers, statistics, and percentages to show work load, etc.

Improved morale, resulting in “Employee of the Month” award

Streamlined operations and saved agency \$25,000 annually

Cut costs by training employees to troubleshoot tech issues

Increased sales from \$100k to \$500k with revamped lead sheets.

Create a Personal Pitch

**To introduce yourself,
network, close**

**Includes who you are in terms
of education, roles, and work
situation, future goals**

Highlights strengths and accomplishments



Tell me about yourself.

- **Who are you?**
- **Where are you headed?**
- **Why are you going there?**
- **What is unique about you?**

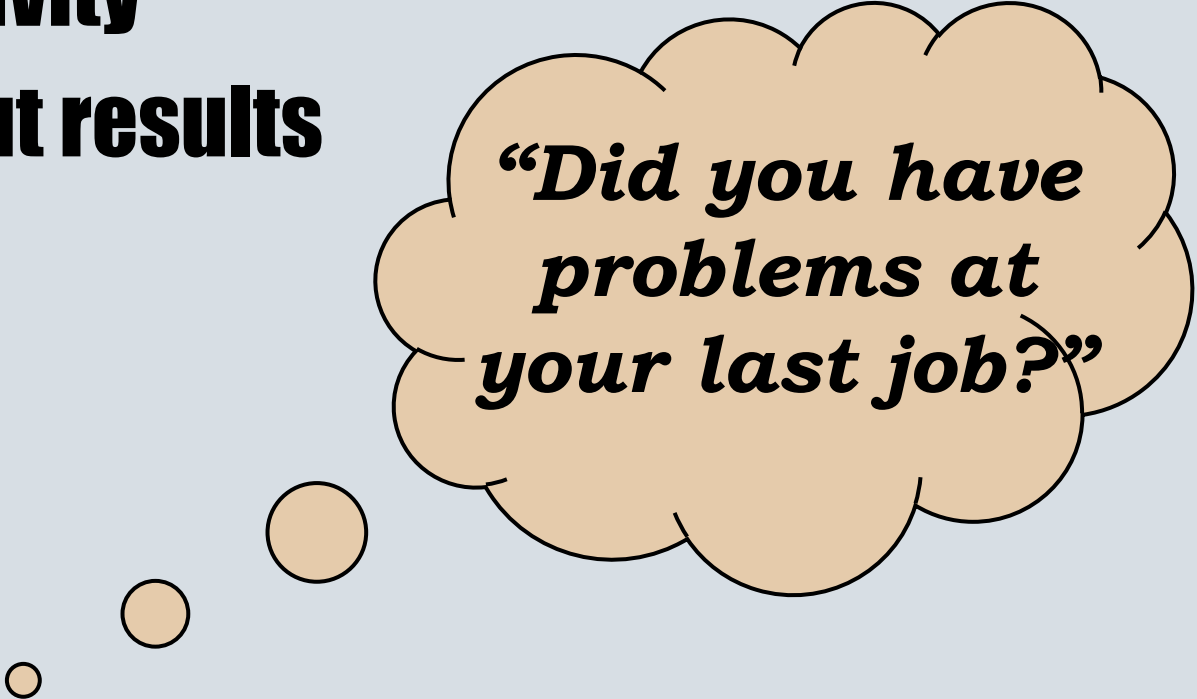
It is About the Questions

“Why should we hire you?”

- **Summarize your experience**
- **Address key points that match job requirements**
- **The Menu Option: “I have a, b, and c skills. Which would you like to hear about?”**

“Tell me about your last job.”

- **Be honest**
- **No negativity**
- **Talk about results**



*“Did you have
problems at
your last job?”*

“Where do you see yourself in three years?”

- **Demonstrate ambition and flexibility**
- **Tell about commitment to your occupation or the industry**

“Why do you want to work HERE?”

“What do you know about us?”

“How will you benefit the company?”

- **Demonstrate your interest in the company**
- **Explain what you can contribute**
- **Share what you learned about the company/industry from research**

**“How would others, especially former
co-workers and supervisors,
describe you?”**

“What are your pay needs?”

- **Know the going rate**
- **Know what you are worth**
- **Know your personal bottom line**
- **Ask rather than answer, if possible**
- **If you must, keep it in a range**

Interview Hazards

Some questions may be unethical or illegal

- Interviewers must address your skills and experience
- Questions can't relate to age, marital status, disability, sexual orientation, national origin, race or religion.

If questions are unclear , it's ok to ask for clarification

Some interviewers may not be good at interviewing:

- Stay focused on sharing relevant information
- Stay positive; maintain eye contact and smile

Ask Questions...or at least TRY

- **An interview is a conversation...keep the conversation going...**
- **Prepare 5-6 questions ahead**
- **OK to ask a question even if you think you know the answer**

Questions to Ask

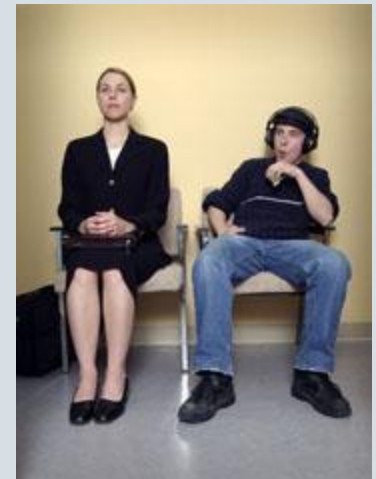
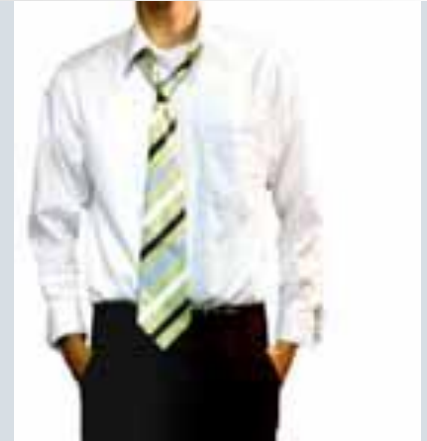
- **What is the first project I'll be assigned?**
- **What is a typical day like for this position?**
- **Why has the job become available?**
- **Has this position undergone any recent that I need to know about?**

Questions Not To Ask

- **Don't interrogate the interviewer**
- **Don't ask about salary, stock options, vacation, holiday schedule or benefits**
- **Don't ask questions that have already been answered in the interview, just for the sake of asking something**

Not-So-Common Sense...

- **Street view on Google**
- **Arrive early and go alone!**
- **Leave CELL PHONE in your car or make sure you turn it OFF**
- **Have copies of relevant documents with you**
- **Be courteous to everyone you meet. Everyone!**



About References

- **Ask permission first**
- **Bring your list of references on letterhead**
- **Stay in contact with them and coach them**
- **Make sure they will be available for call**



Thank Everybody!

- **Stand out from your competition**
- **Courteous gesture = good manners**
- **Another chance to remind who you are and what you can do for the employer**

Thank You Tips

- **Short and to the point**
- **Separate letters should be addressed to each person met at the interview**
- **Tailor letters for each interview rather than using a form letter**
- **Hand-written card or business letter is OK**

- **Mention when and why you met. Include a brief statement of what you gained from the meeting.**
- **Remind about a strength you bring to the job, and add anything else that “sells” you for the job.**
- **Confirm your interest in the job.**

Interviewing

Techniques

PEP Talk



Doug Elliot, Career Counselor
delliot@sdccd.edu
cds.sdce.edu