

POSITIVE TIPS FOR THE JOB MARKET

MAKE A WINNING IMPRESSION

TIPS THAT WILL HELP YOU TURN YOUR INTERVIEW INTO A JOB OFFER

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Preparation is the key to a successful interview!

- Learn everything you can about the company and the position you are interviewing for. Strong knowledge of the company and the job will not only make a good impression, but will also help you make a better decision as to whether the job is for you. Once you know more about the job, you will be able to anticipate potential interview questions and consider your answers.
- Be prepared for behavior-based questions that will ask for examples of your experience. In other words, think of various stories demonstrating your skills and successes, prepare anecdotes of situations where you've excelled, and rehearse!
- Read your resume! This may sound like an obvious tip, but it is amazing how many people we interview who do not have the facts straight about their past work experience. Remember, preparation is the key! It will keep you on track with quality answers and help you be less nervous while delivering them.

During the interview.... Relevancy & brevity are virtues!

With each question, remember the employer is trying to determine how well you will perform on the job and if you fit with the company's culture. Keep this in mind and ensure your answers fit with the underlying purpose of the question. Provide answers that are relevant to the job. If an employer asks what your greatest strengths are they are looking for strengths related to the position, not a recap of your glory days on the high school football team (unless of course it's relevant). The one exception to this rule may be when the employer asks about your weaknesses – provide a thoughtful and truthful answer, but keep in mind the qualifications for the job. If you are applying for a sales job and you mention that one of your weaknesses is "sales", you may want to reconsider your application.

Interview Tips

- Participate in the interview with confidence and enthusiasm, but don't go over the top. A positive attitude can be as important as good responses to the questions, but too much enthusiasm may come across as false.
- Demonstrate that you have a genuine interest in the job. Enter and leave with a smile! Make eye contact and maintain good posture.
- Dress appropriately for the interview, clean and well groomed is essential.
- Bring another copy of your cover letter and resume as well as a copy of any required certifications. Depending on the job, you may want to bring a portfolio of some of your relevant past accomplishments.
- Arrive 5 minutes early. Smile and shake hands. Relax! You are a potential resource for this company, demonstrate your confidence. The interview is just a time for you both to share information – don't get intimidated!

After the interview your work is not done. Follow-up is a vital part of the job search and interview process. A tasteful thank you note sent within a day of the interview may firm up your interest and commitment to the job in the eyes of the employer. If the employer is weighing a decision between two good candidates, a pleasant follow-up telephone call could be the deciding factor. Good luck!

"Luck is what happens when preparation meets opportunity".

**For more information please contact
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