

# Ten Rules of Interviewing

**B**efore stepping into an interview, be sure to practice, practice, practice. A job-seeker going to a job interview without preparing is like an actor performing on opening night without rehearsing.

To help with the interview process, keep the following ten rules in mind:

- 1 Keep your answers brief and concise.**  
Unless asked to give more detail, limit your answers to two to three minutes per question. Tape yourself and see how long it takes you to fully answer a question.
- 2 Include concrete, quantifiable data.**  
Interviewees tend to talk in generalities. Unfortunately, generalities often fail to convince interviewers that the applicant has assets. Include measurable information and provide details about specific accomplishments when discussing your strengths.
- 3 Repeat your key strengths three times.**  
It's essential that you comfortably and confidently articulate your strengths. Explain how the strengths relate to the company's or department's goals and how they might benefit the potential employer. If you repeat your strengths then they will be remembered and—if supported with quantifiable accomplishments—they will more likely be believed.
- 4 Prepare five or more success stories.**  
In preparing for interviews, make a list of your skills and key assets. Then reflect on past jobs and pick out one or two instances when you used those skills successfully.
- 5 Put yourself on their team.**  
Ally yourself with the prospective employer by using the employer's name and products or services. For example, "As a member of \_\_\_\_\_, I would carefully analyze the \_\_\_\_\_ and \_\_\_\_\_." Show that you are thinking like a member of the team and will fit in with the existing environment. Be careful though not to say anything that would offend or be taken negatively. Your research will help you in this area.
- 6 Image is often as important as content.**  
What you look like and how you say something are just as important as what you say. Studies have shown that 65 percent of the conveyed message is nonverbal; gestures, physical appearance and attire are highly influential during job interviews.
- 7 Ask questions.**  
The types of questions you ask and the way you ask them can make a tremendous impression on the interviewer. Good questions require advance preparation. Just as you plan how you would answer an interviewer's questions, write out specific questions you want to ask. Then look for

opportunities to ask them during the interview. Don't ask about benefits or salary. The interview process is a two-way street whereby you and the interviewer assess each other to determine if there is an appropriate match.

- 8 Maintain a conversational flow.**  
By consciously maintaining a conversational flow—a dialogue instead of a monologue—you will be perceived more positively. Use feedback questions at the end of your answers and use body language and voice intonation to create a conversational interchange between you and the interviewer.
- 9 Research the company, product lines and competitors.**  
Research will provide information to help you decide whether you're interested in the company and important data to refer to during the interview.
- 10 Keep an interview journal.**  
As soon as possible, write a brief summary of what happened. Note any follow-up action you should take and put it in your calendar. Review your presentation. Keep a journal of your attitude and the way you answered the questions. Did you ask questions to get the information you needed? What might you do differently next time? Prepare and send a brief, concise thank-you letter. Restate your skills and stress what you can do for the company.

## In Summary

Because of its importance, interviewing requires advance preparation. Only you will be able to positively affect the outcome. You must be able to compete successfully with the competition for the job you want. In order to do that, be certain you have considered the kind of job you want, why you want it and how you qualify for it. You also must face reality: *Is the job attainable?*

In addition, recognize what it is employers want in their candidates. They want "can do" and "will do" employees. Recognize and use the following factors to your benefit as you develop your sales presentation. In evaluating candidates, employers consider the following factors:

- Ability
- Loyalty
- Personality
- Acceptance
- Recommendations
- Outside activities while in school
- Impressions made during the interview
- Character
- Initiative
- Communication skills
- Work record

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