

Interviewing Tips for Success

Preparing for the Interview:

Professional Attire (Dress for Success):

- Choose professional attire that aligns with the company's dress code.
- Your appearance plays a role in forming the first impression, so aim for a polished and professional look.

Research the Company:

- Understand its mission, values, culture, and recent achievements.
- This knowledge will not only demonstrate your genuine interest, but also help you tailor your responses to align with the company's goals.

Understand the Job Description:

- Review the job description carefully and identify the key skills and qualifications required.
- Be prepared to provide specific examples from your past experiences that highlight your proficiency in these areas.

Practice Common Interview Questions:

- Practice common questions to build confidence and articulate your thoughts clearly.

Arrive Early:

- Plan to arrive at least 10-15 minutes early for the interview. This demonstrates punctuality and allows you to compose yourself before the meeting.

Bring Relevant Materials:

- Pack multiple copies of your resume, a notepad, and a pen. Additionally, if you have a portfolio or work samples relevant to the position, bring those along to showcase your skills and achievements.

During the Interview:

Body Language:

- Pay attention to your body language. Maintain eye contact, offer a firm handshake, and sit up straight.
- Non-verbal (physical) cues contribute significantly to how you are perceived during an interview.

Be Proactive:

- Write down the names of the interviewers (if possible) and any other questions or thoughts that come to mind.
- Listen to the questions and be thoughtful in your responses:
 - Consider using the STAR (Situation, Task, Action, Result) method to structure your answers.
 - (i.e. Can you tell me about a time when...., tell them a specific time when you experienced what is being asked).
- Give as many examples as possible when answering questions to convey your experience towards the role.
- It is okay to ask for a moment to think (gather your thoughts)
 - It is always better to give a well-thought-out answer, then to give a poor, rushed one.

Interview Tips Continued...

Potential Interview Question and Answer:

Give me an example of a goal you've set and how you achieved it.

Situation: *When I first transitioned into [a sales role](#) at company X, I was a bit shy of meeting my first-quarter sales target.*

Task: *This motivated me to not only meet my sales target during my second quarter but exceed it.*

Action: *I broke my goal down into smaller weekly goals and changed my sales strategy. I leveraged social selling to find new customers and develop relationships with them. I also asked my sales manager to coach me on my closing techniques and objection handling.*

Result: *With this new strategy, I exceeded my sales target by 10%.*

Essence of all interview answers:

- I am what you need (using their language)
- I have had success doing that (S.T.A.R.)
- I can do the same for you

Prepare Questions:

- Have a list of at least 2-3 thoughtful questions to ask the interviewers. This not only shows your interest in the position, but also helps you evaluate if the company is the right fit for you.
 - (i.e. Can you tell me about how you train your employees to succeed or about your leadership style?)

Post-Interview:

Follow-Up Email:

- Send a thank-you email within 24 hours of the interview.
- Express gratitude for the opportunity, thanking them for their time.
- Give a brief recap of the interview, reiterating your interest in the position as well.
- Just like the ending of the cover-letter, include: (You can also reference "Thank you letter" sample sheet)
"I look forward to the next steps of the process. If I can provide any clarity on my qualifications, I can be reached at number and email. Thank you again for your time."

Sincerely,

Name."

- If you really want to impress, send a brief handwritten "Thank you Card" within 2-3 days post interview.

Remember: The interview is an opportunity for both you and the employer to assess mutual fit. Be yourself, stay positive, and showcase your unique qualities and skills. Best of luck with your interview! If you have any questions or need further assistance, feel free to reach out!