

PINK SLIP CURE SPECIAL REPORT #1
Hamilton-Daniel Career Institute
Interview Tips: Five Ways To Set Yourself Apart From The Competition
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"It's not what you've got, it's what you use that makes a difference." --Zig Ziglar

So you've got an interview. Fantastic! Now what do you do, besides making sure you dress right and having two copies of your resume with you? Interviewing is still the weakest skill area for many job seekers. Here are FIVE Ways to become a stronger interviewee and get hired quickly.

1) Get on the Internet and/or go to the library and find out all you can about the companies you're interested in. Just for starters, the Dun & Bradstreet Directory at your library can tell you a lot about companies, such as; date the company started, its officers, size, location(s), number of employees, products and/or services, etc. Select at least 20 companies, copy the information on them and create a separate file for each one. As you study the scoop on each one, you'll get a really good idea of how you would fit into their organization.

Prior to an interview, have the company info handy. When you conduct an interview in-person, have it in your notebook and review it while waiting for the interviewer. For a phone interview, have it in front of you to review while you speak. This is especially helpful if the interviewer asks, "What do you know our company/organization? Hint: "You're located here and are hiring..." is not a good answer.

Becoming tuned in to the company/organization and how YOU could be a key employee will help you get a job right way. Many interviewers tell us that they are surprised at the high number of job applicants who don't know much about the company. Be different, be informed, share your knowledge in the interview and get hired quicker.

2) Take a REALLY good look at your FACE in the mirror and on video tape. Do you look like you've been eating a lemon? Were you weaned on a dill pickle? Right after he was elected, President Abraham Lincoln was meeting with his key advisors to choose people for his staff. When one man's name came up, Mr. Lincoln said "No, he'll not serve on my staff." "Why not?" they asked. "Because he has always has a sour-looking face" he replied. But Mr. President, he can't change his face" they protested. Lincoln replied, "Any person over 30 years of age is responsible for their face." Ask others who know you and care about you to share their opinion of your facial gestures.

Do you know how to look interested, intelligent, reasonably pleasant? That's not to say that you have to go around with a sheep eating grin on your face all the time. Just keep in mind that most interviewers will hire someone they like. Be likeable and you'll get hired quicker.

3) Develop a great speaking voice. Whether you're on the phone or in person, your voice tells listeners a lot about you. Most people can

tell by the sound of their voice if a person is confident or shy, forceful or lost in space somewhere. How do you improve? Well, first, record yourself reading a paragraph from a magazine or newspaper. Then, play it back and answer these questions: Do you sound flat and Monotone or melodic? Is your pitch too high, too low, or do you have a Pleasant mid-range sound?

Do you mumble and have poor enunciation of multiple syllable words or is your speech clear, with distinct enunciation? Do you sound wavy and faint, or strong and confident?. Do you have low energy with whining sounds or is your voice energetic when you speak? These are just some areas to get started on today. For more in-depth improvement, check out my book, "Twelve Secrets Of A Great Voice, A Practical Guide for Enhancing Your Presentations, Career & Life" on www.pinkslip-cure.com. Making a serious commitment to yourself and improving your communication Skills will make you STAND OUT and get hired quicker.

4) Be observant as you enter the interviewer's office. Do you see something that could be of mutual interest, to mention in BRIEF conversation? Having something in common with the interviewer is a great way to CONNECT with them, without allowing the subject to take you too far off track from discussing the job and your qualifications. By briefly talking about a common interest (golf, Boy/Girl Scouts, travel, bowling, etc.), you will remove a lot of tension from the interview process. Also, unless they are cold-hearted business machines, (and who wants to work for someone like that, anyway?), they'll have a favorable impression of you long after the other candidates have left their office. In other words, you'll make the short list and may even get you hired over someone with more experience, but less personality.

A note of caution: Some interviewers (especially BIG Cheeses, are on a very tight schedule and have allocated only 30-60 minutes for YOUR interview. Plus, some of them are real talkers. Don't let 20-25 minutes go by as you listen to them go on and on about their mountain climbing trip to Nepal, then say to you, "Oh, look at the time! So sorry! Good luck to you in your job search." Then, the secretary ushers you out the door without a real interview. After about 5 minutes of nice "common interest" talk, steer the conversation back onto why you're the answer to all their problems related to the job. You'll get high marks for connecting with them, plus, you'll keep help keep them focused on hiring you because of your qualifications.

5) Learn the names of the secretary, the receptionist and anyone else you come in contact with in your way in and out of the interview. Scribble them down in your notebook if you have to, but get those names! This means that you sometimes have to say, "I'm sorry, what is your name?" Be observant, though. They may have a name tag or a name plaque on their desk. Of course, be very polite. If they want to talk to you about anything, listen intently and answer in brief sentences. If you have time, one of the best ways to win points with them is to ask a simple question: "How long have you been here?" Whatever they say, respond with "Wow! How do you like it so far?" They'll tell you. There are two reasons for doing this. First, you want to get an idea of the mindset and personalities that you could be working with. Second, you want them to know YOU a little better. Why? Because the interviewer will often ask those key people what they thought of all the candidates they

met, saw or dealt with that day. If you take the time to be more personable than the average bear, you'll get great reviews from the unsung heroes of the organization. Results? YOU stand a really good chance of making the short list of candidates. But you're not done yet. In addition to sending a Thank You card to the interviewer, take the time to send their secretary/executive assistant a Thank You card, too. Those overworked folks don't get many cards, and most people take them for granted (sometimes, even the big cheese). Now, you do this to sincerely let them know you appreciate them. You'll feel better about brightening someone else's day, and this simple gesture of good will open doors for you that are closed to hundreds of other people.

In summary, since competition is keen in the job market these days, Your job is to stand out and get noticed. Note that most job seekers in your industry are not using all of these proven techniques. By taking this strategic approach to the interview process, you'll be a hit, and will get hired quicker. Plus, regardless of what the newspeople and your negative brother-in-law say about layoffs and rising unemployment figures, they won't be talking about you.