



## HOW TO COMMUNICATE SOMETHING NEGATIVE DURING AN INTERVIEW



Life isn't always perfect and we all deal with obstacles, setbacks, and things that don't go our way. You didn't achieve the GPA that you wanted; you didn't get along with a boss

or teacher; you weren't able to complete a significant task on-time or to the level originally planned; or you were let go from a previous job. The bottom line is that we all encounter situations that don't go as planned. During the interview, however, you can't say anything negative about a situation or individual. Let me repeat that....during an interview, you CAN'T say anything negative about a situation or individual. Even if asked to provide an example of a situation that didn't go as planned or a person you didn't get along with. Making negative statements during an interview such as "I just couldn't get along with this individual" or "the situation was horrible and I couldn't fix it" may become the equivalent of shooting yourself in the foot. If you make this type of statement, regardless

of your intention, the hiring manager will hear you saying that you can't be trusted to address difficult situations or can't get along with others. Both of which can eliminate you from being considered for the position. If you want the job, you must communicate in a positive manner. We spend a significant amount of time during the seminar discussing how to address these types of questions and how to frame your response in a positive manner. You'll learn how to communicate the situation, what you did about it, what you learned, and how you're better as a result. We'll teach you how to excel with these types of questions. We learn from mistakes and showing an employer that you've dealt with difficult situations and learned from these experiences will help distinguish you from other candidates.



## CLOSING THE INTERVIEW WITH STYLE

An important part of your interview is the way you end the interview and we highly recommend a strong close. I've spent a significant part of my career involved in marketing related work and can tell you that an interview is a marketing event in which YOU are the product. As with any good marketing effort, there's a call to action and your call to action is closing the deal. In your closing statements, you should thank the company for their time, communicate your interest in the position, highlight your unique skills which align you to the position, and ask about next steps. This is absolutely critical to distinguish you from the other candidates. If you don't tell them you're interested in the position or ask about next steps, they might assume that you're not interested and move to another candidate they believe has greater interest in the position. Ask for business cards, ask when they expect to make a decision and when you can start. You should have already shown interest throughout the interview and now must 'step it up' at the close. During the seminar, we'll teach you how to close. Next, we'll discuss actual research on the importance of a strong close and how this can impact your chances of getting the offer. In short—start strong, stay strong, close strong!



## ask the hiring manager

What should I do if the hiring manager answers the questions I planned to ask about the position before I get a chance to ask?

**Answer:** This typically means one of two things. First, it could mean that you prepared for the interview and had good questions. Second, it could mean that your questions were the 'obvious' questions that candidates sometimes ask. Regardless, you **MUST** now come up with at least two or three new questions for the interview to be a success. We recommend you have at least five questions before the interview which are ranked according to priority. In addition, we provide some standard questions that you can easily customize for the specific job opening and your unique situation so you don't find yourself in this position. One option, at this point, is to ask them to tell you more about something they already mentioned. For example, you can say... "you said that collaboration is important in this position; can you tell me more about the team that I'll be working with and how they currently interact with internal and external partners?"

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### UPCOMING SEMINARS

Our team is currently working on the fall 2013 schedule. At present, we plan to be at several locations in the Ohio region:

- University of Cincinnati / Xavier University
- Miami University
- Wright-State University / Wright Patterson AFB area
- The Ohio State University
- Ohio University
- Bowling Green State University
- The University of Toledo
- Kent State University
- University of Akron

Specific dates/times are TBD as of the publishing of this newsletter and we'll update the website when specifics have been confirmed.

Please email us at [service@interviewskills101.com](mailto:service@interviewskills101.com) if you have questions regarding the upcoming schedule. We hope to see you at one of our seminars with the goal of preparing you for the most important day of your career, the interview day...because without a successful interview, you won't get your ideal job

