



SELLING YOURSELF: FOUR KEYS FOR SUCCESSFUL INTERVIEWING

If you look up the word “sell” on www.dictionary.com, you’ll see there are numerous definitions. The definition that most people identify with the word “sell” has to do with “persuading or inducing someone to buy something.” In this case, the goal is for an organization to buy (or offer a job) to the candidate being interviewed which happens to be you.

We dress ourselves for success and we develop good resumes with creative biographies that are designed to induce someone to buy (or set up an interview). We network with organizations and people that offer jobs. We put our best foot forward during the interview ... so shouldn’t this induce someone to buy?

I think the biggest barrier to selling ourselves is confusion about what it means to induce someone to buy. Induce means “to lead and influence.” We can lead and influence in a positive or negative way. Obviously leading in a positive way is the key. When we know our strengths and have an understanding of the organization’s needs and their opportunities, inducing someone to buy is easy! When we’re honest and forthcoming and we show our value to the organization, selling ourselves is a good thing.



These are the four keys factors needed to be good at inducing people to buy:

1. **A systematic approach and preparation** – An introduction is about creating a resume and/or engaging in activities that lead to an interview. The interview is the opportunity to sell yourself and influence the organization to buy (offer the job).
2. **Knowledge** – Understanding the goals of the organization is about the promise of your providing first-rate abilities. Without it, it’s virtually impossible to sell yourself. But, knowledge and preparation are not enough.
3. **An aura of honesty, respect and engagement** – This is about your personal presence and presentation. Are you dressed and groomed appropriately? Can you speak confidently and link your abilities to the organization’s needs? Inducing someone to buy is based on trust. To build trust there needs to be some degree of interaction and the development of a relationship during the interview.
4. **Closing the sale** – In order to leave a lasting and positive impression, you must be able to close the interview with a summary of why you are the best candidate for the positions and with a sincere thank you.

So let me ask, are you able to induce someone to buy? We can help you sell yourself during the interview!



THE DANGERS OF EXAGGERATING THE TRUTH

Why is it that some people feel the need to exaggerate the truth? While this might be harmless in most cases, it can easily cost you a job opportunity. As we teach in our seminar, you need to tell the hiring manager about those accomplishments which are relevant to the position. However, don't go overboard and claim credit for things you didn't do or accomplishments that weren't as a result of your direct efforts. A long time ago, I was interviewed for a position and asked a question about a team that I was a member of. After I told the interviewer what the team accomplished, I was asked if the team would have achieved the same results if I wasn't a member. My answer was "I guess they would have achieved the goal", to which the hiring manager thanked me for being honest and proceeded to tell me that I shouldn't use this example. The reason being that I really didn't do anything unique that enabled the goal to be achieved. As a hiring manager, I've asked the same follow-up question and often get responses which tell me the candidate did anything unique. They simply attended meetings and now claim responsibility for the team's accomplishment. This is a classic example and it's easy for the hiring manager to see that you're exaggerating your contributions. When this happens, it calls into question other accomplishments and makes the hiring manager wonder what you really did. The easiest way to avoid this issue is to prepare in advance and only provide examples which highlight your direct involvement.



ask the hiring manager

During a recent interview, I couldn't think straight and would just start talking after being asked a question? What can I do to prevent this from happening in the future?

Answer: This is a common occurrence among candidates that aren't prepared for the interview. Lack of preparation often results in job seekers just talking in hopes of answering the question. They can talk for several minutes regarding things that are unrelated (or somewhat related) to the question. When this happens, candidates don't get full credit for their response even if they are finally able to say something related to the question. After a few minutes of rambling, the hiring manager or panel will stop paying as much attention and just wait for you to end your answer. To avoid this situation, we recommend that you 1) prepare for the interview so that you're able to respond to any question and 2) pause before answering to collect your thoughts and organize a coherent response. This is a major topic of discussion at our seminar and we can help you avoid this common and costly interview pitfall during your next interview.

visit us on the web @ interviewskill101.com

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 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.

