

HOW TO NAIL THE INTERVIEW

There are many kinds of interviews, including

The TRADITIONAL (or REACTIVE) model

The PHONE interview

The SITUATIONAL model

The 360 model

The "SPEED DATING" model

The BUREAUCRATIC model

The INFORMATIONAL interview

The ADVANCED COMMUNICATIONS (or PROACTIVE) model

TIP #1 The PURPOSE of the first interview is to GAIN INTELLIGENCE. In order to accomplish that you will first need INFORMATION. You are seeking information that will either QUALIFY the target IN or OUT

TIP #2 BE PREPARED! (Make sure you prepare the "BEST ME" possible!

PHYSICALLY

MENTALLY

EMOTIONALLY

SPIRITUALLY

Wherever possible, arrange interviews when your ENERGY is typically at its highest.

ARRIVE early

DRESS appropriatey

Complete your MARKET RESEARCH beforehand.

Consider the PSYCHOLOGY of your prospective interviewer

Have your own QUESTIONS prepared

TIP #3 UTILIZE "THE FIVE ROMAN NUMERALS OF CLASSIC MARKETING" to ensure the "FLOW" of the interview.

I. TARGET/QUALIFY

Spend more time on PROSPECTS than SUSPECTS through the use of market research to identify INDUSTRIES or specific COMPANIES that would be good fits for...

SYMPTOMATICS= The kinds of PROBLEMS you would solve for your new employer (or help them prevent)

DEMOGRAPHICS = The industries or SIZE of companies you would most like to work for

GEOGRAPHICS = Any geographic preferences or limitations that you might have

PSYCHOGRAPHICS = The QUALITIES of the people and leadership that you most enjoy

TIP #4 (One of the bestways to ensure VALID market information is through the use of ADVICE AND COUNSEL sessions!)

II. GAIN ATTENTION/PATTERN INTERRUPT

Many times you will be asked, "Why should I hire you?". (Or the "tell me about yourself" variant.)

TIP #5 A good way to respond to these types of questions is to use the following sequence:

A) Start with your 30 second infomercial or VALUE PROPOSITION. A good formula for this is, "I help people who are (EMOTIONAL WORD) about (PROBLEM you can solve!)". Ex: "I help people who are overwhelmed by cash flow problems. Many times they are struggling to make payroll."

B. Tell a story using the STAR PLUS sequence, as follows:

SITUATION
TASK
ACTIONS taken
RESULT

(The "plus" is demonstrating how your UNIQUE TRANSFERABLE and TRANSLATEABLE skills were instrumental in achieving the result.)

C. Always demonstrate how this relates to their situation by answering

WHAT'S IN IT FOR ME

D. (In the advanced communications model, continue with, "But it would be PRESUMPTUOUS of me to tell you what I can do for you. I don't even know what your issues are.")

III. **ENGAGE** (by asking the questions in the Motivational Sequence shown below and by LISTENING carefully.)

The levels of listening are:

DENIAL

NOT listening

YES, BUT listening

PASSIVE listening

ACTIVE listening, which employs FEEDBACK to achieve CLARITY of the HEAD.

EMPATHETIC or EMOTIONAL listening to acquire clarity of the HEART.

TIP # 6 The decision to hire is made emotionally and then justified intellectually. ***You can be a 100% perfectly logical fit for a position and never get a job!***

But what about how I listen to MYSELF? What is my language of limitations and self-doubt? If I am not confident in my abilities, how can I expect othersto be?

Remember, On the surface COMMITMENT and DESPERATION look remarkably the same, but they are *very* different forms of energy.

TIP #7 While you are working on improving your listening skills, you can still utilize the MOTIVATIONAL SEQUENCE of questions, as follows:

1. "Six months from now, how would you know that you had hired the RIGHT person?"
2. "What would that DO FOR YOU?" ("What would that give you that you don't have now?")
3. "What are some of the issues or concerns that you need to DEAL WITH to ensure that outcome?"
4. On a scale of 0-10, where would you say you are now in achieving that goal?
5. *The TRILOGY (these three questions can be used as a shortcut to identify a PROBLEM you can solve for them and the IMPACT that problem is having on them.
 - A) "WHAT HAPPENS IF...?" (propose a problem you can fix)
 - B) "How is that IMPACTING you your organization?"
 - C) "What is that costing you in IME or MONEY?"

6. On a scale of 0-10, how COMMITTED are you to filling this position by (suggest your own TIMELINE)?

IV. EDUCATE— tell them SPECIFICALLY how you can help them by elaborating on the 30 second infomercial, STAR+, WIIFM model shown above.

V. THE CALL TO ACTION/NEXT STEPS (The way that you are treated during the interviewing process is a very good indicator of how you will be treated as an employee. You have a right to know specifically what the next steps are the timeline involved.

TIP # 8 HUMOR can help. Try this...

State your ENTHUSIASM for using your transferable and translatable skills in the position and why it is in THEIR BEST INTEREST to hire you because of WIIFM.

Then say, "Joe, I can't accept an offer I don't have. Should I expect an offer from you?" (Of, "should we schedule the next interview now?")

TIP #9 For your PERSONAL call to action, what is the one job search HABIT that would serve you best? When will you start to develop it. Why not SOONER?

TIP #10 Practice! Practice! Practice! Your goal is to reach the status of the UNCONSCIOUS COMPETENT where you are at the top of your interviewing game at all times. Remember, until somebody else makes you an offer NOTHING has HAPPENED!

Do interview ROLE plays consistently. (Remember: only PERFECT PRACTICE makes perfect!)

Sea Change Career Services: Navigating the Future of "Employment"
The Fastest Way to the Unadvertised Job Market!
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THE ADVICE AND COUNSEL SESSION
(Or "Level 2" Interviewing)

- the fastest way to the “hidden” job market. (Despite what unethical career marketing firms would have you believe, there is no such thing. Unadvertised jobs are “hiding in plain sight” if you know how to access them.)
- a great way to create your own “board of directors” for your “corporation of one”.
- a great way to conduct “valid” market research and avoid making deadly errors in career change by moving into a dead industry or toxic company.
- a great way to bypass gatekeepers and gain access to decision-makers or strong influencers.
- a good way to learn “industry speak”, jargon and soundbites.
- a way to discover the problems faced by specific companies within industries so that you will be better prepared to approach prospective companies and prepare for job interviews.
- a great way to foster “managed coincidence” and help CREATE a position that did not exist before.
- a great way to sharpen your listening skills for use in a “standard” job interview.

SOME RULES FOR A&C SESSIONS

- You must NOT abuse the prospect’s time.
- You must NOT even HINT that they should hire you! (The structure of this format allows for them to come to that conclusion on their own. Why would they want to lose a valuable property like you to the competition?)
- Talk ONLY about INDUSTRY trends and problems NOT ABOUT THEIR COMPANY! (For all they know, you might be a spy for their competition.)

SOME SAMPLE QUESTIONS TO ASK

- ⇒ What are trends within your industry? Is the industry growing or shrinking?
- ⇒ Are there any “disruptive” or game-changing technologies on the horizon?
- ⇒ Is your industry sending jobs off-shore or facing foreign competition that wasn’t there before?
- ⇒ What do you like about the industry?
- ⇒ If there was anything you could change about the industry, what would it be?
- ⇒ Are there any governmental regulatory or compliance issues pending?
- ⇒ Are there any government subsidies that would aid the industry?
- ⇒ Who else would you recommend that I speak with to learn more about your industry? Would you suggest I call them?
- ⇒ Which of your competitors would you say are the “honored competition?”
- ⇒ What makes them good at what they do? What problems do they face?

- ⇒ At the appropriate time ask, “Where would you see somebody with my skills and capabilities fitting into this industry?”
- ⇒ How transferable would you say my skills are?
- ⇒ How could I best showcase my talents to appeal to hiring authorities in your industry?

WHY WOULD STRANGERS TALK TO ME?

- ❖ For over a century the corporate “military model” of business allowed for a structured mentoring system—the old guy hired, developed and trained the new guy. For many leaders the NEED to mentor remains, but the outlet for mentoring does not. If you access a mentoring type personality, it is amazing how many walls disappear! Remember, mentoring is not always age specific—if you want help on a computer, ask the nearest twelve year old for advice. Maslow’s Hierarchy of Needs applies for many people: the need to mentor still exists, even though the formal mentoring structure has largely evaporated.
- ❖ A stranger might talk to you as a courtesy to the person who recommended you to them. They don’t know what your relationship is, and they wouldn’t want to risk offending their best customer.
- ❖ They might talk to you today because they might NEED to talk to you tomorrow. Their own company might be facing transitions or their position in the company might not be secure. They could use your time together to build their own personal network in case they need to ask a return favor from you in the future.
- ❖ The use of an “informational” conversation is a very non-threatening way for them to “pre-interview” you for positions that are open (or might become open) in their company.

WHAT COULD POSSIBLY HAPPEN AFTER THE A&C SESSION IS COMPLETED?

- You could get good advice on all of the topics shown above.
- You could get good referrals/introductions for further A&C sessions.
- They could give your resume to their HR department and move you to the top of the resume stack.
- They could determine that they should *create a position for you* and invite you back for a job interview.
- They could determine that they need to fire somebody else to create and fund a position for you.
- They could conclude that they could bring you in to fill *their* position so that they could get promoted.
- They might know of someone who IS hiring and get an IOU from you by acting as your advocate .
- They could offer a consulting contract as a “trial” or hire you on a 1099 basis.

The PosiDyne Process: The Fastest Way to the Unadvertised Job Market!
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HOW WOULD I APPROACH THEM ON THE PHONE?

I. TARGET/Qualify (Pick an industry that you want to learn more about.)

II. GAIN ATTENTION/PATTERN INTERRUPT

Greeting and Permission to Speak: "Hi (Hello). It's _____.
And, no, you don't know me. May I tell you why I'm calling?"

III. ENGAGE (to keep their attention)

"I'm considering a career change, and I'm interested in learning more about (their industry. Example: 'the dairy industry'). Joe Bob at ABC Corporation (use BOTH the referring party's name AND their 'affiliation') spoke very highly of your knowledge in this area, and he suggested that you might be willing to give me a few minutes of your time so that I could seek you advice."

IV. **EDUCATE (Don't you DARE!!! This is NOT the time to "tell them about myself".
The

Advise and Counsel approach is used ONLY to ask questions, listen and learn until you have been "invited" to share your information.)

V. CALL TO ACTION

"Would you be willing to invite me over for conversation? I promise that I will honor your time and that I won't try to hit you up for a job." Then, CONFIRM the appointment with, "Should I call to confirm our appointment before I drive over, or are we good to go?"