INTERVIEWING SKILLS

Preparing for the Interview

ALPHA KAPPA PSI
The Professional Business Fraternity
Introduction

Landing an interview is only the first step in getting hired. In order to get the job, you have to explain what you have to offer and why you are the best candidate for the position. Maximize your chances of getting hired by preparing ahead of time and letting the interview speak for itself.
Look over the job description to refresh your memory of what the position entails.

Before you go to an interview, it’s important to know what would be required of you should you be offered the position. If you don’t know what the job responsibilities are, it will be difficult to explain how you will perform them. Knowing what the company is searching for can help you focus your answers and incorporate relevant key words.
Research the company

Make sure you understand the company’s competitors, the market, and the industry.

Employers like to see you’ve taken an interest in them and their product. While you don’t have to know everything about the industry for which you are applying, it’s important to know enough to carry a conversation.
Reflect on your experiences in advance so that you have stronger answers prepared.

Identifying some predetermined answers to questions you’ll most likely be asked will not only calm your nerves, but practicing will also allow you to sound more confident. Be able to elaborate on three to four experiences relating to a number of different situational questions.

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<tr>
<th>Question</th>
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<td>Can you tell me about yourself?</td>
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<td>What do you know about the company?</td>
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<tr>
<td>What are some of your strengths?</td>
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<tr>
<td>What are some of your weaknesses?</td>
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<tr>
<td>Tell me about conflicts you’ve faced at work.</td>
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<td>Why should we hire you?</td>
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Plan your outfit ahead of time

Don't risk being late because you don't know what to wear.

If you want to feel your best, you have to look your best. Worrying about what to wear the morning of an interview will only create extra stress. If you aren't sure what to wear, always dress more professional. Looking too casual can signify you are not serious about the position or your future with the company.
Spelling and grammar errors can indicate you do not take pride in your work or review it before others see it.

Your résumé serves as a first impression before you even arrive to the interview. A visually appealing, well-formatted résumé says a lot about a candidate, as do typos and sloppiness. Aside from making sure it is free of errors, remember to print out extra copies. Always have extras on hand to give to your interviewer if he or she forgets, or to others who might sit in on the interview unexpectedly.

Check your résumé for errors

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Summary
Experienced marketing professional with decades of research and creative experience supporting logistical and business operations. Seeks advancement opportunities in a growing organization to support efficient business operations through cost-effective marketing and sales solutions.

Education
NEW YORK UNIVERSITY, NEW YORK, NY
Bachelor of Commercial Science, May 1905
Major: Organizational Leadership and Management, Minor: Marketing GPA: 3.8/4.0

Work Experience
DIRECTOR OF MARKETING AND SALES | RACHMIL AUTOMOTIVE | 1919 - PRESENT
- Develops wide scale marketing strategies to promote products in the local market
- Creates promotional marketing materials including press releases, sales copy, and radio ads for dealership grand opening and ongoing sales
- Manages a team of 5 marketing and sales associates who work the sales floor and interact with customers

MARKETING ANALYST | LANE TRANSPORTATION | 1907 - 1919
- Analyzed transportation logistics and identified optimal tracking routes to minimize costs of fuel
- Evaluated risks related to vehicle maintenance plan and reduced the number of unscheduled repairs by 10%
- Enhanced the company's customer satisfaction by

INTERN | BERGEN CONSTRUCTION | 1906 - 1907
- Conducted market research on growing residential areas in the metro NY area to present to senior leadership
- Organized the implementation of a CRM system to track potential leads and sales with over 300 clients

SALES ASSOCIATE | BROOKS BROTHERS | 1900 - 1907
- Managed the cash register and handled upwards of $500 daily
- Maintained a constant presence on the sales floor to interact with customers and promote new products
- Communicated with customers based to determine clothing needs and make product recommendations

Organizations
Alpha Kappa Psi, Professional Business Fraternity
- Founded the first chapter of an organization which has grown to over 160,000 members internationally

Goodwill
- Volunteer, May 1902 - Present
- Maintained store merchandise by sorting donations, stocking and pulling products based on store sales data

Additional Skills and Technology
Show your interest and get clarification on anything of which you’re unsure.

At the end of an interview, you will likely be asked if you have any questions. You should always have at least one or two questions prepared. Prepare a list of questions ahead of time demonstrating your interest in the position, the company, and the industry, and plan for a few of them to be answered during the interview. This is your chance to be sure the company is a good fit for you as much as you are a good fit for them.

Train your brain. Going into an interview can be nerve-wracking. Preparing ahead of time can help ease your anxiety, get you in the right mindset, and allow you to perform with confidence.

“Research the company and be very clear on how you can be of value to them. Ensure you are then able to explain your value in answering their behavioral based questions as well as when they ask you to tell them about you and why they should hire you. It has to be about the fit between their needs and your abilities.”

– Mike Callahan, Director, Internship and Career Management Center/College of Business at University of Michigan - Dearborn