



In all interviews, you must make a good first impression. This means arriving on time, being properly dressed and groomed, and exhibiting positive non-verbal behavior. It is difficult to recover from a bad beginning, so make your first impression a positive one!

The Art of Interviewing

1 Know Your Product – YOU!
Your product is your knowledge, skills, accomplishments, energy, personality, and experience. You should make your potential employer fully aware of your value.

2 Know Your Customer's Needs
You must research the employer needs and the industry opportunities. Gather this information through the Career Center, employer presentations, career fairs, business and government publications, the Internet, and networking.

3 Make a Great First Impression
Initial impressions are critical. The interviewer will take note of your appearance, manner, energy level, enthusiasm and confidence, so make the most of those first few minutes.

4 Show How You Can Fulfill the Needs
Convince the interviewer that you can be of great service in solving his/her problems and/or furthering the success or increasing the effectiveness of the organization. There was something in the job description that made you submit your resume to the company. What was it?

Interview Styles

One-on-One, Traditional Interview -

This is the most common type of interview. The interview consists of a series of questions that may or may not be standardized. The best preparation for this type of interview is to research the employer and the industry prior to the interview.

Behavioral Interview -

The behavioral interview is based on the premise that the best way to predict your future performance is to determine and evaluate your past behavior. The recruiter asks an open-ended question designed to stimulate recollection of a situation that would lead to a desired behavior. Not every answer will be positive and, in those situations, it is important to include what you learned and what you would do differently next time.

Serial Interview -

This is a variation of the one-on-one interviewing technique that involves a series of sequential interviews with several interviewers. It usually occurs in the selection interview at the employer's location. Usually, the interviewers have hiring authority, and may become your future manager(s). *You should treat each person you meet as if he/she were a key player in the decision making process, including the administrative assistants.*

Group/Panel Interview -

Panel interviews are becoming more common as organizations encourage more teamwork and group decision-making. The panel may include three to ten people, possibly more. Your strategy should include equal eye contact with each person, with special attention to the individual who asked the question.

Stress Interview -

This interviewing technique is less common. The technique tests a candidate's ability to be articulate and graceful under pressure. An example would have the interviewer speak quickly and aggressively, perhaps opening with "why should we hire you?" Should you encounter a stress interview, project self-assurance.

Case Method Interview -

This interview involves questions where you will be asked to solve hypothetical industry-related problems. These problems will be similar to the ones the organization may encounter during their regular course of business. The interviewer is not necessarily seeking a correct answer, but wants to evaluate your problem-solving and analytical reasoning skills. Be prepared to justify your answer and walk the interviewer through your solution.

Interview Day Checklist

- Arrive at the interview early!**
Allow plenty of extra time for parking, walking, inclement weather, and that one last look in the mirror before you go in for your interview. Check directions the night before and feel free to ask about appropriate attire if you are unsure.
- Be aware of the importance of a good first impression.**
The first five minutes are critical. Your appearance should be professional, smile, show enthusiasm, maintain appropriate eye contact, and give a firm handshake.
- Upon entering the interview room or office, take the lead from the interviewer.**
Take a seat when and where he/she asks. Sit comfortably, but appear attentive and not overly relaxed (e.g., do not slouch back in the chair).
- Carry an attractive portfolio** (*black, or brown leather*)
Include extra copies of your resume, references, and transcript. Also include questions on a notebook pad that you may want to refer to later in the interview. Do not, however, take extensive notes during the interview.
- Listen carefully to the questions being asked and answer them completely!**
Stay focused on the question and be careful not to ramble. Make sure answers have a beginning and an end.
- Memorize the key selling points you want to present in the interview.**
Be prepared for the appropriate time to communicate these.
- Be prepared to describe situations and events that you have managed effectively, when the interviewer asks behavioral questions.**
- Develop at least 3-5 well-stated questions that you will ask the interviewer about the job or the organization.**
Write questions on a note pad in your portfolio, and refer to these when asked.
- Avoid providing a salary expectation until you have researched the average rate for someone with your qualifications.**
If pressed, give a general salary range.