

How to Win at Job Interviews e-Course Day 1

Hello, I am Margaret Buj.

Welcome to the Interview Coach's free e-Course to help you succeed at job interviews.

This Guide is written for both first time job hunters and seasoned professionals alike. In my introductory e-mails I will provide you with a brief explanation of how to get the job you want.



Interviewing: The Basics

Employers look for employees because they have A NEED. You have to **sell yourself** as the right person to satisfy that SPECIFIC need. Certainly, you may have great experience, but WHAT'S IN IT FOR THEM?

Managers hire people mainly to make their own job easier. How are you going to make the Hiring Manager's job easier? How are you going to make the Hiring Manager look good in THEIR boss's eyes? You need to be able to make your skills, experience, and education relevant to them and their needs, goals, and situation. After each statement you make to the Hiring Manager, you need to mentally add " ... and this will make your job easier because ..." or " ... and this will make you look good in front of the others because ..."

Imagine the Hiring Manager asking you "... so how would that benefit me and my needs?" Make your answers and examples relevant to **THEIR needs** and communicate that offering this position to you will **benefit THEM** as well as the company.

Early on in the interview you should **use your own questions** to uncover the hidden needs of the Hiring Manager. This will help you tailor your answers and attitude to show that you understand their needs and that **YOU are exactly** the perfect person to solve those needs.

What Are Hiring Managers Looking For?



Hiring Managers are looking for certain characteristics or "**Behavioural Competencies.**" One of the most important is CONFIDENCE.

Review the following Behavioural Competencies with CONFIDENCE. Nobody is a super-man or superwoman that exhibits all of these characteristics at 100%, however if you have ever worked then you have exhibited all of these characteristics to some degree.

EMPHASIZE THE POSITIVE when you read these, and think of times on the job when you HAVE exhibited these characteristics – NOT times when you might have failed to.

Demonstrate the below to the Hiring Manager:

Commitment: This is your capacity for becoming dedicated to your work. You should demonstrate a strong belief in what you do.

Work Orientation / Stamina: This is your capacity to handle mental intensity and hard work. Show that you invest the TIME and ENERGY necessary to get the job done right the first time – consistently.

Interpersonal Skills / Charm: This is your capacity to know how and when to get things done with people. Show that you are: outgoing, charming and able build quick relationships with people.

Discipline: Demonstrate that you have inner standards that make you both predictable and productive. Indicate that you can motivate yourself to work on a task until completion.

Competitiveness: This is your drive to be better than others. Show that you like to compete and have the desire to win, and show the maturity of knowing how this benefits everyone.

Courage / Persuasion: This is your ability to increase your determination to get the job done when you are faced with resistance or a difficult situation. Demonstrate confidence and the fact that you are not easily intimidated.

Beliefs / Ethics: This is your capacity to believe strongly in what you do and emphasize service. Indicate loyalty so that the Hiring Manager knows that you won't leave the job within the first few months.

Focus: This is your ability to determine what is important.

Big Picture Thinking: This is your ability to see the big picture, and not get bogged down in the minutia of small tasks. Show your ability to see the real goal and what it takes to get there.

Show,
Show,
Don't Tell

You may have noticed in the above section that it is suggested that you "show" and "demonstrate" that you have what it takes to fill the Hiring Manager's needs. This is contrasted with simply "telling" the Hiring Manager that you have what it takes. Employers are more interested in **what you can achieve for them**, than

© Margaret Buj 2014. All Worldwide Rights Reserved.

www.interview-coach.co.uk +44 (0) 7748 968 150 margaret@interview-coach.co.uk

the skills you possess.

The interviewer will try to establish what benefits you will bring to the company, and where your benefits might be greater than those of other candidates.

The formula for this is quite simple:

- 1) **Clarify** the interviewer's question.
- 2) **Confidently answer** the question by "telling" using two of the above Behavioural Competencies.
- 3) **"Show"** that you have demonstrated these competencies in the past by **GIVING EXAMPLES.**
- 4) **Ask** and verify that you have answered the question to the satisfaction of the interviewer.



A useful tip before the interview is to practice putting together useful phrases starting with:

Which means that ?

Which resulted in ?

So that..... ?

The benefit was..... ?

We gained because..... ?

The advantage was..... ?

To emphasize your achievements, quantify the facts where you can and use positive action verbs where you can.

In the next session, we will cover the **S.T.A.R statement** format which is very useful when giving examples.

What Questions To Use To Uncover The Hidden Needs Of The Interviewer?

Throughout your interview, you are going to want to **tailor your answers** to the interviewer.

Each interviewer will have his or her own hidden needs depending on their role. Remember that that the Hiring Manager in particular will want to hire someone that:

- 1) they like, and are likable**
- 2) will make their job easier, and**
- 3) will make them look good.**

Each interviewer will also have their own set of hidden needs. Use the following **SAMPLE** question early on in the interview to uncover hidden needs so you can frame your answers to speak to those needs:

"What could the ideal candidate do to make your job easier?"

"What would be the most important ability for a person to have in order to succeed in this position?"

"What are the most important short term goals for this department?"

"What are your formal goals as a manager? What kind of challenges are you facing in meeting these goals?"

"How is your success and the success of your department measured?"

"What is your biggest challenge coming up in the next eight weeks?"

"If I could do just one thing over the next three months for the maximum benefit to you and your department, what would it be?"

Tomorrow I am going to tell you how to make your answers specific and how to stand out from the crowd.

Need a little extra help? For more information about my 1-to-1 interview coaching sessions or to read some recent testimonials, please visit www.interview-coach.co.uk or contact me on margaret@interview-coach.co.uk

Want to **skyrocket your chances of getting any job** that you interview for?? [Click here](#) to purchase my 'Land that Job' e-book. You can get it for only £15 instead of £27 when you enter VIP15 in the coupon box when you check out.

Warm regards,

Margaret Buj

© Margaret Buj 2014. All Worldwide Rights Reserved.

www.interview-coach.co.uk +44 (0) 7748 968 150 margaret@interview-coach.co.uk