



Interviewing for Success—Five Terrific Tips

Do the Research and Ask Questions

Nothing says unprepared like an interviewee who knows nothing about the company. A basic internet search can yield the company's website, and a more intermediate search can provide external, third-party information about the company, events, transactions, and people.

Be prepared with your questions about the company, department, environment, and people. Have at least three strategic questions, such as, "What is the strategic direction of the company for the next three years?" or "What kind of growth is planned within the next five years?". Also, have at least three tactical questions, such as "Is this position expected to change in the next year?" or "How many people in this department are newly hired?".

Know Your Accomplishments (especially the ones on your resume!)

Knowing and being able to talk about your accomplishments is an important part of interviewing. You do not have to "sell yourself"; rather, be able to address specific achievements in quantitative measures, if applicable. For example, a salesperson can speak to their ability to "increase gross sales by 15% and net profit by 10% through the implementation of a follow-up program..."

Know what is on your resume. It's not a good sign if you have to read your resume, too, to learn about your own achievements.

Know Your Characteristics

Be able to talk to and answer questions about your strengths and weaknesses...all in a positive manner. Turn your challenges into potential opportunities, but be real. Don't try to be perfect—the interviewer will see through that and most likely discount your responses. Be prepared to answer situational questions, such as, "If you had a conflict with a co-worker, what process would you use to resolve it?"

Be Polite, Professional, and Yourself

Use your manners and your communication skills—listen when spoken to, repeat key points, and clearly ANSWER the question that is asked. While you should be relaxed and come across as calm and collected, don't get too comfortable...you know the slang term "TMI"? It applies to interviews—don't give "too much information" to your potential employer. Such things as politics, religion, the negative things your current employer does—these are all in the "TMI" category.

Balance your professionalism with your personality; let them see who you are. In most cases, it is your personality that creates the "fit", not just the job requirements.

Dress appropriately for an interview. Even though the company with which you are interviewing may consider jeans and T-shirts to be excellent attire for daily wear, you should dress professionally and be well-groomed.

Google Yourself / Personal Pages such as MySpace, FaceBook, Blogs

Know what personal information is "out there" about you; may recruiters / employers will do a search to see what comes up...make sure that the information and the activities found on your personal pages represent the candidate that you want to present to potential employers.