
The importance of the **Interview**

“Be the solution to the problem”

In today's market the Interview is more important than ever.

You need to be able to:

1. Make a quick strong first impression.
2. Sell you and your skills.
3. Convince the hiring manager you are the right person.
4. Have a good personality and perspective.
5. Be willing to do whatever it takes to be successful!!!!
6. Interviewing is probably one of the most nerve wracking activities that a candidate and hiring manager can do.

Remember: “people hire people they like and that are most like them” “the most qualified person is not the person who will get the job but the one who interviews the best will”

Things to consider: Before the Interview/ Simple Stuff

- Make sure you know where you are going
- If flying or taking the train arrive with plenty of time – preferably the day before
- Know where to park.
- Have a phone number to connect with the individual you are meeting preferably a cell phone.
- Know how long it will take to get security if you need to deal with this.
- Identify a place where you can hang out if you are early.
- Be aware of potential weather issues that might affect the interview time and personnel who are to be in attendance.

Nutrition – Prep

Breakfast

- Eat a well balanced breakfast – don't eat a high carb breakfast this will cause you to crash once the blood sugar decreases.
- Be well hydrated.
- Don't drink too much coffee this could make you jittery and cause to you speak at full speed plus make you look nervous
- Have a power bar in bag or pocket so you can have something during a break if you need an energy boost.
- Don't be hung over.

Nutrition – Prep

Lunch

- Don't eat a huge heavy lunch your body will spend its energy on digesting not on blood flow to the brain. You need your brain more than your stomach.
- If you are having lunch with the interviewer be careful.
- Never eat something you need to eat with your fingers. (Sandwich, chicken fingers.....)
- Eat a balanced meal. You don't want the highs and lows that your blood sugar will go through.
- Never order an appetizer. If the hiring manager does, don't share it if they ask you to.
- The #1 focus of lunch is the interview, not the food. Eat something conservative.

Nutrition – Prep

Dinner:

- Many high level positions will have you out to dinner with the ultimate decision makers. Be extremely careful.
- No Drinking!! This is where loose lips sink ships!!
- Don't over indulge. (It still is an interview.)
- Get out alive. Dinner can be one of the most difficult test to pass.

Visualization

Visualization of success in an interview is one of the best ways to ace an interview. Your mind does not know the difference between reality and imagination; visualization is a tool that will allow you to picture success in your mind and picture your self doing well during the interview. It is a mental rehearsal of the interview, before you actually get to the interview. -

Things to Visualize:

- How well you handle yourself when you meet the first interviewer.
- How well you will be listening and speaking.
- Focus on breathing.
- Picture yourself speaking – slowly – clearly – concise.
- Seeing your self offering solutions for the interview.
- Picture your self winning the interview.

First Impressions

Make a good first Impression. You will be judged in the first 30 Sec.

- Dress conservatively and make sure everything matches.
- Don't have your suit smelling of moth balls or cedar closet.
- Make sure your shoes look good and match your belt. (black shoes – black belt, brown shoes – brown belt)
- Don't wear too much jewelry. (wedding band and watch for men, simple jewelry for women)
- Don't wear too much cologne and perfume.
- Make sure your breath smells good (smoke and coffee breath doesn't work).
- Don't put a pen in your shirt.
- Make sure you have a firm hand shake (this could be a deal breaker)
- Stand tall, not hunched over (think confident).
- Keep strong eye contact
- Remember the interviewer will be as nervous as or more nervous than you.

During the Interview: What not to do.

- Prior to interview take a few minutes in the bathroom to get ready.
- Don't fidget be calm, don't bounce knees or play with your fingers
- Don't use slang, profanity, or make negative remarks regarding race, politics, sex, age, religion, prior employers, prior employees or current/prior work places.
- Minimize name dropping. You never know if the interviewer knows the person and whether or not they have a favorable impression of them.
- Don't take a cup of coffee if they ask you. (If you were to spill it will be distracting and use up your interview time to clean up the mess.)
- Don't take calls or check you're Blackberry or I phone for email messages during the interview. Best practice is to **turn phone off**.
- Avoid talking about compensation if the money question comes up.

During the Interview: What to do.

- Be a good listener – look for a 50/50 exchange during the interview.
- Talk about success!!!! – Focus on your skills and knowledge.
- Sell your self and be proud of your accomplishments – SELL your success.
- There is a right answer to every question. The interviewer is more interested in how you think and how you approach your answer this is more important than the answer.
- Keep your answers short and on point.
- Have a list of questions for the interviewer.
- Do your homework on the company have some solutions.
- Bring some examples of success with you. (Pitch Book)
- Try to make a personal connection with each member of the interview team.
- Close positively and emphasize your interest in the position and what you will bring to the table.
- Follow up with a thank you note or email to each of the people you met with.

*You know that part of the interview
where they ask
**"well, do you have any questions
for me?"...**
Say yes and ask
**"How do I help you get a gold star
on your review next year?"***

Marc Candella