

TEN RULES OF INTERVIEWING

1. Research the company, product lines and competitors. Research will provide information to help you describe why you're interested in the company and important data to refer to during the interview.
2. Image is often as important as content. What you look like and how you say something are just as important as what you say. Studies have shown that 65% of the conveyed message is nonverbal; gestures, physical appearance, and attire are highly influential during job interviews.
3. Be well prepared to answer the question: "Tell Us About Yourself". Brief statement may include University/Degree/Major, your interest in this position/company, skills and experience you can bring to the position, career interests and related activities. Practice the speech until you are comfortable voicing it.
4. Prepare five or more success stories. In preparing for interviews, make a list of your skills and key assets (your resume). Then reflect and pick out one or two instances when you used those skills successfully.
5. Keep your answers complete but concise. Unless asked to give more detail, limit your answers to two to three minutes per question.
6. Maintain a conversational flow. Use feedback questions at the end of your answers and use body language and voice intonation to create a conversational interchange between you and the interviewer.
7. When applicable, include concrete, quantifiable data. Interviewees tend to talk in generalities. Unfortunately, generalities often fail to convince interviewers that the applicant is skilled. Include measurable information and provide details about specific accomplishments when discussing your strengths.
8. Repeat your key strengths several times. It's essential that you comfortably and confidently articulate your strengths. Explain how the strengths relate to the company's or department's goals and how they might benefit the potential employer. If you repeat your strengths they will be remembered and – if supported with quantifiable accomplishments – they will more likely be believed.
9. Ask questions. The types of questions you ask and the way you ask them can make a tremendous impression on the interviewer. Good questions require advance preparation. Just as you plan how you would answer an interviewer's questions, write out specific questions you want to ask (Don't ask about benefits or salary).
10. Conduct a brief reflection on what happened. Review your presentation. Did you provide good answers? Did you ask questions to get the information you needed? What might you do differently next time? Prepare and send a brief, concise thank-you letter. Restate your skills and stress what you can do for the company.