

# Interviewing Strategies



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# Learning Objectives

You'll learn strategies to allow you to effectively:

- **PREPARE** yourself before interview
- **PRESENT** at your best during interview
- **VIRTUAL** interview success





# Interviewing is a Sales Process

- Know your product
- Understand needs of buyer
- Sell yourself to MATCH their needs



# Research – Know Your Market!

## Company & Industry

- Company website (including recent press releases)
- Business research databases – check your library and online resources (Mergent Online, AtoZ databases, Reference USA, Proquest, D&B Hoovers)
- Search engines (Google.com)
- Your Networking – LinkedIn®
- Social Media – Facebook, Twitter, Instagram and Pinterest

## Review job description

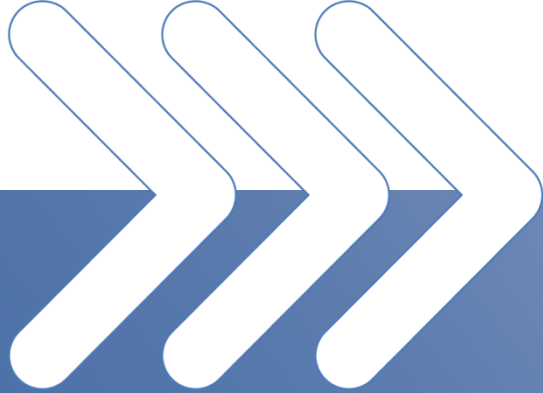
- Their requirements vs. your qualifications

## Preparing Questions You Should Ask

- Investigate opportunity — determine if **GOOD FIT**
- Ask questions to:
  - Determine company's needs
  - Show how YOU meet needs
- Obtain info/perspectives from:
  - Hiring Manager, Human Resources, Peers, Manager's Manager
- Don't wait until the end – ongoing dialogue!



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Strategies



# Key Strategy #1:

Demonstrate **MATCH** between You, the Employer, and the Job

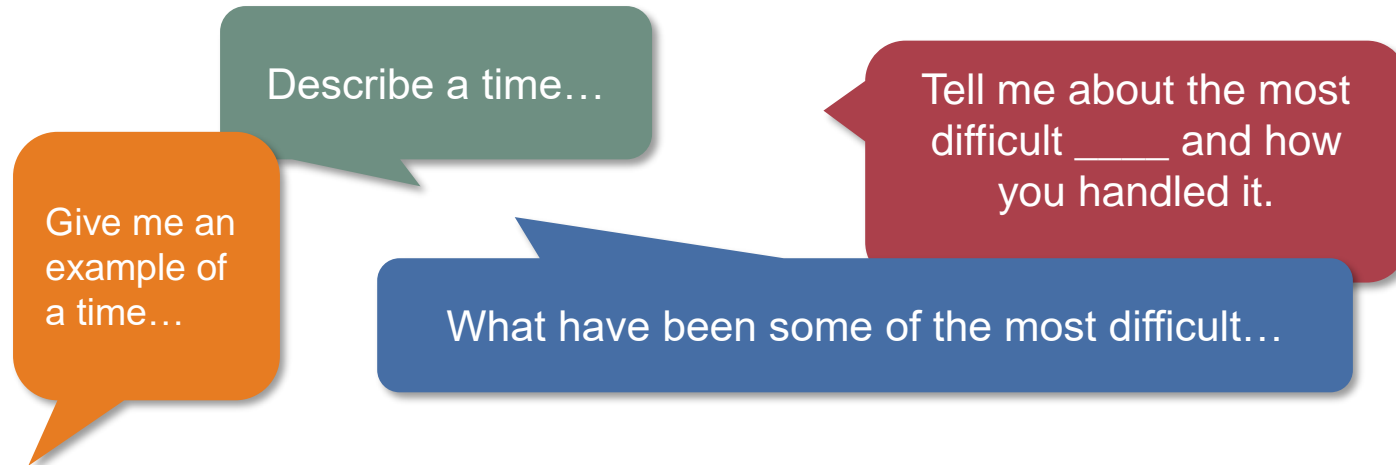


**You & Interviewer must answer YES!**

# Behavior/Competency-Based Questions

## Past behavior is best predictor of future behavior

- Identify past successes that **link** your experience and skills to potential position and employer





# Key Strategy #2:

## Focus on Accomplishment Stories

### Challenge

C

- Describe problem/situation

### Action

A

- Verbs to describe what you did

### Results

R

- Outcome, business result or impact
- Quantify outcome or result (#,\$,%)

## Key Strategy #3:

Sandwich Model - For questions designed to elicit “negative” responses



# Key Strategy #4:

## Answer Question Behind the Question

- **What attribute or dimension is being assessed?**
  - **Example:** Describe a situation where your ideas were criticized
    - Response to criticism
    - Interpersonal skills
    - Maturity level
- **Inexperienced interviewer**
  - **Example:** Do you have children?



# Key Strategy #5:

## Deflect Salary Questions

- **Defer**

- “I’d be happy to discuss salary, but I’d prefer to learn more about the position and how I could contribute to your team.” \*

- **Respond with Market Information**

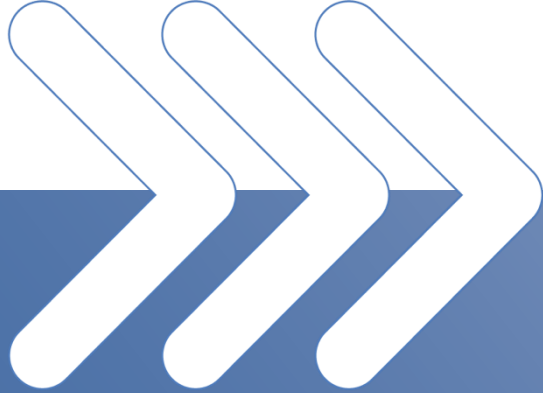
- “Based on my research, I understand salaries are between X and Y for these types of positions. Is that consistent with your salary range?” \*

- **Toss Back**

- “You know much more about the position than I do at this point. Would you mind sharing your salary range?” \*

\* “I’m sure if there’s a good match between your needs and my qualifications, we’ll be able to come to an agreement!”

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Applying Key Strategies

## Which Strategies Would You Apply?

- Please tell me a bit about yourself.
- Why did you leave your last role?
- Why are you interested in our company?
- Where do you see yourself in 5 years?
- How did you get along with your previous manager?
- We're looking at a number of internal candidates for this role. Why should we hire someone from outside the company?

Match  
CAR Story  
Sandwich Model  
Question Behind the Question  
Defer Salary

# 90-Second Commercial aka Tell Me About Yourself

## Branding Statement / Target Position

- I'm a branding with expertise in functional/industry expertise. My key strengths include Strength's 1, 2, & 3.

## Most Recent Position

- My most recent position was job title at company where I job functions. Share 1-2 accomplishments

## Career History

- My career history includes previous organizations & positions. Share 1-2 accomplishments

## Reason for Leaving

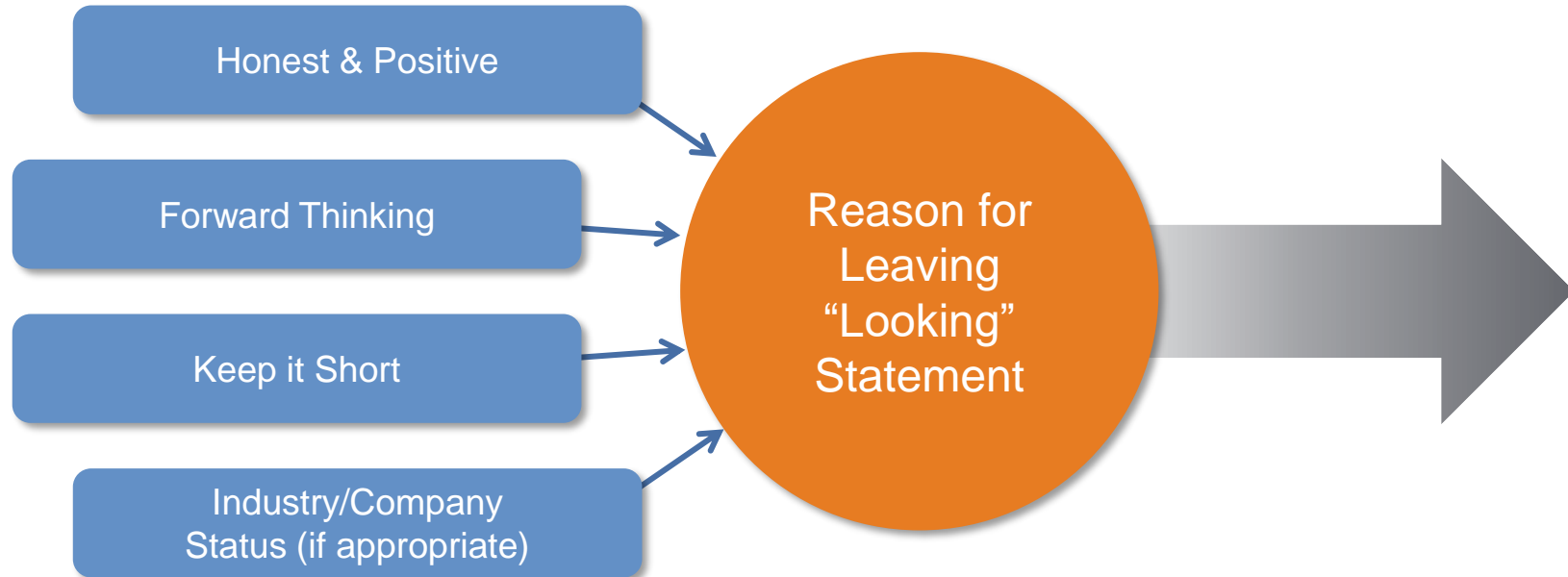
- Optional

## Future Focus

- My goals for the future include / I am currently exploring target position where I can use my re-state strengths.



# Reason for Leaving “Looking” Statement

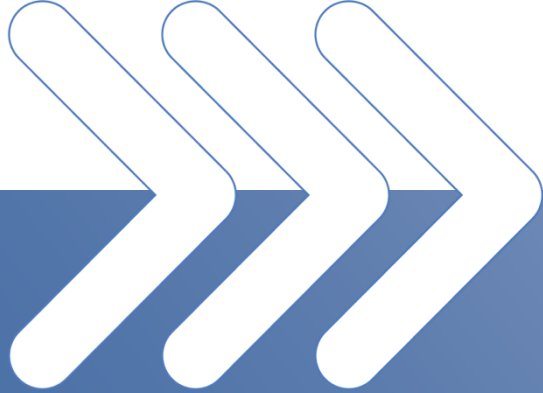


## Which Strategies Would You Apply?

- Describe a time you had a disagreement with a co-worker?
- Tell me about a time you didn't succeed at a task.
- Aren't you overqualified? We can't pay you what you made before.
- What would you do if you saw a co-worker do something unethical?
- Do you have any kids?

Match  
CAR Story  
Sandwich Model  
Question Behind the Question  
Defer Salary

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Virtual Interview Success

# Guidelines for Answering Interview Questions

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1. Keep it brief
2. Stop talking when you've answered question
3. Listen carefully
4. Don't be modest
5. Don't exaggerate



# Communication Impact

Verbal 7 % (words)

Vocal 38 % (voice)

Visual 55 % (appearance;  
body language)



# Tips for Phone Interviews

- **Don't Be Caught UNPREPARED!**
  - If unexpected call, ok to set another time
  - Have resume, cover letter, job description, 90-second commercial & notepad
- **Take call in quiet location, good sound quality both ways**
- **Use Strong Non-Verbal's**
  - Stand/sit up straight
  - Breathe, speak slowly & clearly
  - Smile!
  - Advise when thinking





## Type of Virtual Interviews & Benefits

### Live

- › Join a video conference
- › Receive a call via Skype, Google, Zoom, Other

### Pre-Recorded / On-Demand / One-Way

- › Sent Link to Join Interview
- › Record Responses to Interview Questions

### Benefits to Employer

- › Reduces Cost & Time
- › Creates Consistency

## Statistics on use of video interviews:

**32%** companies conducted before pandemic

**86%** companies conducted since pandemic

**\*\*Video interviews will continue to increase\*\***



# Prepping for a virtual interview

Set up in a bright spot with a neutral, clutter free, background

Test your video and microphone volume and clarity

Close other apps, prepare docs you wish to share in advance, practice sharing your screen

Dress appropriately and check your appearance

**SMILE!**

Position camera at eye level, look straight into it, not at yourself or chat window

Ensure your face is brightly lit from above or side

Don't sit too far from, or too close to, the camera – head, shoulders upper torso visible

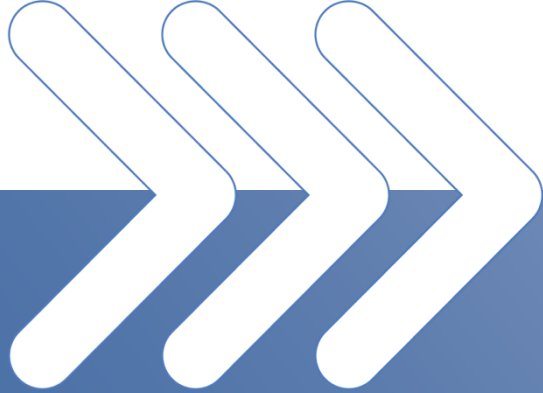


## Day of Interview Tips – Treat Your Video Interview Like a Conversation

- Write Out a Few Notes – But Refer to Them as Little as Possible (Keep them in “hidden view”)
- Minimize Interruptions
- Clear your Desk Space, except a Notepad
- Set Out a Glass or Bottle of Water for Yourself
- Set Your Phone to Silent
- “Show Up” a Few Minutes Early
- Start Off with a “Digital Handshake”
- Let the Other Person Finish Speaking



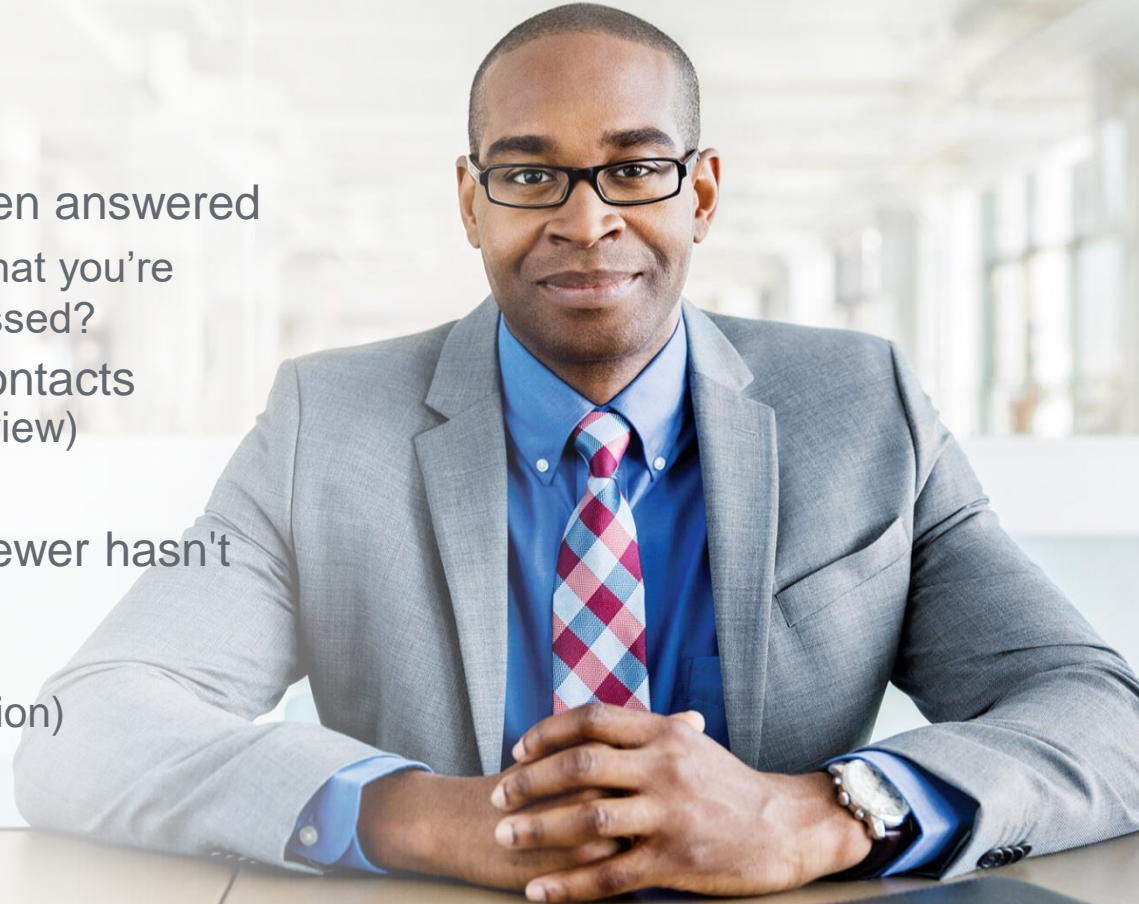
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Close the Interview

# Closing Interview

- Ask questions that haven't been answered
  - Are there any gaps between what you're looking for & what we've discussed?
- Get business cards from all contacts (contact info if phone/virtual interview)
- **State interest in position**
- Ask about next steps if interviewer hasn't explained
- Ask permission to follow up (open door for future communication)



# Follow Up

## After interview:

- Send **thank you** letter and/or e-mail
- Complete any **commitments**
- Make **follow up calls**
- Respond to **turndowns**



# Thank You.



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