



## Job Interview Tips & Advice

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## The Formula for a Successful Interview

1. 70% of a successful interview is enthusiasm, excitement and energy.
  - Smile
  - Stay positive (no one likes negativity)
  - Use 60-80% eye contact
  - If you don't know what to do with your hands, talk with them
  - If you have trouble exuding energy try a pot of coffee
2. 20% of the interview is selling you.
  - Always sell – don't tell
  - Feature-Example-Benefit (FEB) Selling
3. 10% of the interview is the close.
  - The interview is a sales call; you are the product
  - Ask questions
  - Overcome objections
4. HAVE FUN!

## The Dos & Don'ts of Interviewing

### ***BEFORE THE INTERVIEW***

DO meet with your Dynamic Account Executive to prepare for the interview.

DO dress in a plain navy or dark colored business suit.

Men: White shirt and conservative tie  
Dark socks  
Formal, well-shined shoes

Women: Light colored blouse  
Conservative pumps (color of suit)  
Light colored stockings

DO research the company.

DO examine sales books in order to brush up on your sales techniques.

DO arrive 10-15 minutes before an interview.

DO bring a copy of your resume.

DO prepare a copy of references.

DO bring a pen and notebook to take notes before, during and after the interview.

DO prepare questions to ask during the interview.

DO greet everyone in the office with a smile and hello.

DO fill out all applications neatly and completely.

DO greet the interviewer with a smile and by his/her surname.

DO give a firm handshake.

DO make direct eye contact.

DO psyche yourself up! It's O.K. if you are nervous or a little frightened. You have nothing to lose and everything to gain.

DON'T be unprepared for the interview. You'll never get a second chance to make a first impression.

### ***DURING THE INTERVIEW***

DO be yourself. People can tell when you are faking it.

DO have a positive attitude. Life is good!

DO be confident. You are the kind of employee this employer needs.

DO represent yourself honestly.

DO maintain direct eye contact.

DO sit-up straight.

DO use FEB selling to answer employers' questions.

DO ask questions about the position, company and the interviewer.

DON'T ask questions about salary, commission, bonuses, vacations or anything else the company can do for you. Wait until you've gotten the job offer.

DON'T get too comfortable. Remain professional and on guard.

DON'T ever say anything negative. Be careful when talking about past and present employers.

### ***AFTER THE INTERVIEW***

DO jot down notes to help you remember the highlights of the interview (questions, your impressions, your performance). This will help you in the future interviews and writing thank you letters.

DO call your Dynamic Account Executive to provide feedback on the interview.

DO fax, email or drop off a thank you letter within 24-hours.

## **Selling Yourself**

### ***SALES PROCESS***

1. Build rapport
2. Probe for needs (open vs. closed-ended questions)
3. Sell to needs (FEB)
4. Overcome objections
5. Close

### ***FEATURE-EXAMPLE-BENEFIT (FEB) SELLING***

During the interview it is essential that you SELL YOURSELF. Feature-Example-Benefit Selling, also known as FEB Selling, is a fabulous way to do this! FEB Selling teaches you to effectively sell yourself by using personal examples.

- **FEATURE:** A fact that sets you apart from other people.
- **EXAMPLE:** A specific, personal example that supports your fact.
- **BENEFIT:** How your fact and example benefit the employer.
- 

*For example:*

- **FEATURE:** Strong work ethic
- **EXAMPLE:** While attending college full-time, I worked 40 hours a week to finance my education.
- **BENEFIT:** I'm used to working hard in order to achieve positive results.

*By using the examples above, we come up with this statement:*

I have a strong work ethic. For example, while attending college full-time I worked 40 hours a week to finance my education. What this means for XYZ Company is that I'm used to working hard in order to achieve positive results.

Below are some additional *features* many employers look for in their candidates. Examine your background and complete the *advantage* and *benefit*.

FEATURE	EXAMPLE	BENEFIT
Aggressive		
Goal Oriented		
Motivated		
Resilient		
Persistent		

## Ride Along/Observation Interview Guidelines

1. Remember that this is still a formal step in the interview process and perhaps the most important. You will be observed throughout the day.
2. Be professional in dress, speaking, body language and demeanor. Be attentive and eager, remembering to build rapport and ask a lot of questions.
3. At the beginning of the day, say: "I would like to try a sale on my own, but I need to watch you a couple of times first." (Note: It is very important to phrase it this way.)
4. Get involved! If the trainer or rep is moving equipment or doing a demonstration, roll up your sleeves and HELP!
5. Remember, the rep will go back with a recommendation on whether you will fit in with the company and do well in the industry.
6. Understand a negative interview! Many companies will have the rep sell negative on the position. For example:
  - Cold call 100% of the day
  - Tell you that you will work long hours, when normal hours actually apply
  - Take you to all the difficult accounts
7. **CLOSE!!!** Thank them for their time. Leave the rep with this information:
  - You learned a lot and they were very informative
  - You would enjoy working with him/her in the future
  - You want the job and will they be recommending you for the position

**\*\* ALWAYS SELL – DON'T TELL \*\***

**IMPORTANT:** Call your Dynamic representative immediately after the ride along. We want to speak with you before the company calls back. We'll do everything possible to assist you in securing the position. Please utilize our service to your benefit.

## Brag Book Requirements

Use a 3-ring presentation binder with inserts, transparencies, and 5 sections. Have a master copy for yourself and a copy for each interview.

### **SECTION 1**

Copy of your resume with specific objective tailored to the interview.

### **SECTION 2**

Brochures of your current position- what you do and what you sell. Use this section during the interview to do a mock sales call. Show them how and why you are successful

### **SECTION 3**

Awards and achievements! Include what the quota was, how you achieved it, and what rankings you had within the company. If there were no rankings, show a growth pattern, such as: how much the territory has grown because of your sales, how quickly you were promoted, etc. Include computer graphics to support your statements. Also include any trophies, awards, training certificates, rings, pins or letters from customers/employers that you were rewarded from your previous employers.

### **SECTION 4**

Any research on the industry or the company you are interviewing with. Include any articles from business magazines and highlight the information that is interesting to you. Also include a marketing plan of how you plan to increase their customer base and their profits. Show the company why you want to work for them.

### **SECTION 5**

Copy of DMV records, college diploma and college transcripts. Also include 3-5 references of past managers and customers (name, title, address, two phone numbers).

It's the winning score, the bottom line, the name of the game, the cutting edge, and the point of it all. If you haven't guessed, closing is the most important part of your entire interview. The following is a step-by-step guideline to get you through closing the interview. The interview is a sales call; you are the product. If you don't close the interviewer on you, how can you expect them to visualize you closing a prospect on their product or service?

Employers expect you to close. ***Don't be surprised if they make it tough on you!***

After the interviewer has concluded his/her questions, you must proceed into your close.

- 1. Ask the employer questions.**
- 2. Ask a lead-in question.**
- 3. Overcome concerns/objections/hesitations.**
- 4. Close for the next step/job.**

### ***ASK THE EMPLOYER QUESTIONS***

Choose 3-5 questions for your interview. These questions are guidelines. Use your own creativity. It is important to be yourself in an interview. Employers will quickly see through a memorized and over-rehearsed question. **\*\*Never ask a company about sick leave, paid vacations, holidays or other benefits that allow you to get away from work unless you are getting an offer.**

- What has your career path been?
- What have you liked most about the company and what have you liked least about it?
- What expectations do you have for the company in the next 5 years? 10 years?
- Could you please describe a typical day?
- What does the training program consist of?
- What are my opportunities for advancement?
- How are promotions evaluated?
- How is performance evaluated?
- What are your expectations of a new hire?
- What separates your top producer from everyone else?
- What is your competitive edge?
- What is your company doing to gain market share?
- What are your company's strengths and weaknesses?
- What is the territory currently producing?
- What goals do you have for the territory in the next 12 months? What do you think it will take to get the territory to those numbers?
- If you had to isolate 3 things that determines a persons success with your company what would those be?

### **ASK A LEAD-IN QUESTION**

The purpose of a lead-in question is to identify if you did your job of selling yourself in the interview. If asked properly these questions will pull out objections/hesitations the employer has about you filling the position. Choose one of the following questions or create your own based on the examples given.

- How do you see me fitting in?
- How do I compare to other people you have hired?
- Describe to me your top sales person...Do you feel I have those same qualifications?
- Describe your ideal candidate...Do you see me as that type of person?
- Am I the kind of person you are looking for?
- Are there any concerns you have about me filling the position?
- Can I count on your recommendation for the next step?

### **OVERCOME CONCERNS/OBJECTIONS/HESITATIONS**

If after you have asked your lead-in question the employer has not set up the next step or you are not filling out the new hire paperwork, there is still work to be done. The employer may still have genuine concerns or may create concerns to see how you handle the situation. Use FAB selling to overcome the objections. Until you feel you have overcome all of the hesitations that the employer has...only then should you proceed to the next step.

### **CLOSE FOR THE NEXT STEP/JOB**

Now you are on the home stretch. Consider yourself on 3<sup>rd</sup> base with bases loaded and up to bat at the same time. The good news is, you are almost done! The bad news is, this is the most important part. It is absolutely crucial you ask the following questions:

For initial interviews: *Where do we go from here? Can we set that up right now?*

For final interviews: *Where do we go from here? When can I start?*

Don't forget, as you have practiced your close, the employer has spent many an hour thinking of ways to strike you out. Some "strike out" statements are:

- I still have more people to interview.
- I will be getting back with Dynamic.
- I will be letting you know in a couple of days.

Beware of those smokescreens. DO NOT be fooled into thinking you will get the next step. If you don't set up the day, date and time of your next interview, it probably will never happen. As a rule of thumb, attempt to get the next step 3 times. You may have to refer back to overcoming objections/concerns/hesitations to achieve this goal.

\*As with everything, there may be an exception to the rule. For some unknown reason the interviewer may not have the power to set up the next step. At least find out if the interviewer will be recommending you for the next step.

## Writing a Thank You Letter That Sells

A thank-you letter should be more than a polite thank-you. Besides expressing interest in a position, thank-you letters can reinforce, correct a first impression or build on the relationship you've already established with the interviewer. Your thank-you letter should be emailed, faxed or dropped off with-in 24 hours of your interview. Don't delay!

The letter should be in a professional, business format. Below is a four-part structure to get more mileage from your message:

1. Tell the interviewer how much you enjoyed meeting him or her.
2. Express your enthusiasm for the company and position.
3. Reiterate a specific selling point that was discussed in the interview.
4. Establish your next point of contact.

Remember it is very important to sound genuine and sincere, that requires a personal touch. Here is a sample thank-you letter.

January 1, 2000

Mr. Adam Smith  
Vice President Marketing  
Company Name  
2222 \_\_\_\_\_ Street, Suite 400  
San Diego, CA 92121-9653

Dear \_\_\_\_\_,

Thank you so much for taking the time out of your busy schedule to meet with me. I am very excited at the prospect of joining \_\_\_\_\_ as one of your results oriented Marketing Managers.

I believe we have a good fit based upon my background and the job description. My marketing experience, selling skills, education and high energy level will assure success. Especially when partnered with \_\_\_\_\_ strong market presence, continued success and steady growth through product diversification.

I look forward to talking with you again in the next few days. If any additional information will be helpful regarding my candidacy, please do not hesitate to call me.

Again, many thanks for the opportunity.

Sincerely,

Belinda K. Smith