Interviewing Skills
MKT 340
Job Search Process

1. Assessment of Strengths/Weaknesses/Needs/Wants
   - UNCW Career Services can help – call 962-3174!
2. Develop Job Search Strategy
   - “My Marketing Plan For Me Inc.”
3. Develop Resume
   - RAP
4. Develop “One Minute” Introduction (elevator speech)
5. Develop Networking Plan
   - CEN Presentation
   - “Informational Interviews”
6. Interview Effectively
   - CEN Presentation Today
7. Evaluation of Job Offers
   - Match with Strengths/Weaknesses/Needs/Wants
Interview Preparation

- Develop List of Probable Questions & Answers
  - Questions For You to Answer
  - Questions for You to Ask
- Dress Appropriately For Interview
  - Research Company Culture/Dress Code
  - Neat Personal Appearance
- Be Punctual – Be Prepared
  - 15 Minutes Early
  - Resume Copies, Notepad, Pen, Questions
  - Rehearse Key Points You Want to Make
Pre-Interview Actions

- Ad/Job Description Analysis
- Research Company/Culture/Business Measurements
- Resume with Cover Letter
- Sanitize Web Sites (MySpace, Blogs, etc.)
- Collect Application for Employment Information
  - Names, Dates, Addresses
  - Credit and Criminal Conviction Records
Interview Process

- Two-way Street – A Process
- Interviews Can Be By Phone, One-on-One, Panel, Peers, With Some Involving Tests
- Do’s & Don’ts:
  - Be Positive
  - Turn Off Cell Phone
  - No Gum Chewing – No Hats
  - Sit Up – Don’t Slouch
  - Firm Handshake – Eye Contact
  - Ask Questions About Job/Company
    - Not Vacation or Salary
  - End Interview With Courtesy & Purpose
    - Thank Them for Time
    - Determine Next Steps
    - Time Frame
1. Work ethic, including self-motivation and time management. (work/life balance AND maintaining good grades)
2. Physical skills, e.g., maintaining one's health and good appearance (look the part)
3. Verbal (oral) communication, including one-on-one and in a group.
4. Written communication, including editing and proofing one's work.
5. Working directly with people, relationship building, and team work. (customer service)
6. Influencing people, including effective salesmanship and leadership (rapport building, persuasion)
7. Gathering information through various media and keeping it organized (resourcefulness).
8. Using quantitative tools, e.g., statistics, graphs, or spreadsheets.
9. Asking and answering the right questions, evaluating information, and applying knowledge.
10. Solving problems, including identifying problems, developing possible solutions, and launching solutions.
It’s a Matter of Style

**Company Types:**
- Small ($5M - $10M Revenue)
- Medium ($100M Revenue)
- Large ($Billions Revenue)
- Education
- Government Agencies

**Recruiters (Initial Interviews):**
- Owners (Small Companies)
- Managers/HR Staffs (Some Voice)
- HR Staffs (Large Companies – More Voice)
- HR Staffs/Committees or Panels (Education)
- Civil Service Exams – Government Bureaucracy

**Recruiter Training:**
- Little
- Some
- A Lot

**Communication Styles to Expect:**
- Open/Direct vs. Relaxed/Casual vs. Deliberate/Organized
- Descriptive/Unstructured
- Classical Questions/Strange Questions
- Moments of Silence – Be Prepared to Fill
- Time Constrained – Interruptions
Post Interview

- Send Thank-You Note to Interviewer
  - Handwritten or Email??
  - Interviewer Contact if Time Delay
UNCW Career Services Resources

- Career Services Brochures
- Career Services Staff/Office
  - MU1 Lot E adjacent to Fisher
  - Rm. 241 in Cameron
- Career Services Interviewing Skills Web Page
  - [http://www.uncw.edu/staff/career/students/interviewing.htm](http://www.uncw.edu/staff/career/students/interviewing.htm)