



## WINNING Interview Strategies

### *Turning Interviews into Offers*

You've either gotten an interview with the hiring manager through your network or have made it to this step by passing through the initial recruiter interview.

When you demonstrate confident leadership in your presence, language, and ability to show yourself as the best candidate for the role, it's a win-win. Your value and business impact is happening before the interviewer's eyes. You can create a strategy to agree on expectations, uncover their greatest challenges, promote your value, establish connection, and close for a positive next step.

A good interviewer will conclude that the confidence and leadership quality shown during the interview will show when you act on behalf of the company (i.e. demonstrating superior negotiating skills in an interview is an indicator that you will do the same on behalf of the company).

Following are some interviewing techniques that have worked for our clients. They improved their performance and got their promotions and offers. ***In some cases, multiple offers!***

### About 2Actify

2Actify is an advanced strategic networking system and coaching program designed to empower you to generate your own career opportunities rather than relying on job board applications **that just don't work**.

Our clients advance to more senior roles and new opportunities **FASTER when they consistently implement these 3 actions:**

- Strategic **networking** with specific and measurable outreach objectives
- Articulated **Value propositions**, [Use this WORKSHEET](#)
- Honed **communication** skills to promote their relatable expertise and value

### The Interview Challenge

When an interview is scheduled, it's time to research and prepare your strategy that ensures interview success. You'll want to know the organization structure, recent company press, challenges, their mission, vision and values. Knowing what the job entails must relate to the business impact you can make and help them overcome their challenges, contribute to the role and grow the company.



## High Performance Interview Strategies

- 1) **PROMOTE YOURSELF:** It's your job to promote your expertise and business impact that will help grow the company.. That is, how and why you are the best person for the job. If you do not tell them, who will? That's why you need to know the job, the company, the interviewer and most of all, yourself.
- 2) **POINT OUT YOUR EXPERTISE:** If you were introduced through your network, tell them why you were recommended: "Joe recommended me because he has seen me deliver my expertise in \_\_\_\_\_ for the last 10 years and how it impacted our company's growth.
- 3) **REAL STORIES:** Your statements are based on your real experiences and impact. They are not inflated. Once you begin, you'll find that reaching out to your network for referrals and introductions, and clearly articulating your value propositions, will soon become a natural way of communicating that confidently articulate **what makes you extraordinary.**
- 4) **TIME MANAGEMENT:** As the interview begins, confirm timing expectations to know how much time you have to influence the interviewer and learn more about the role. It is your responsibility to manage the time so you navigate to the most important aspects of your qualifications and impact for the role. Answer questions and make sure the discussion is at a higher level vs, getting into details that will steal your time. You'll also demonstrate your time management and strategic thinking.
- 5) **RESEARCH:** Research the person you are interviewing with and use that to develop rapport. Make a choice, would you rather go in cold for fear that they may think you are stalking them? Or be prepared so you can quickly engage and even use some commonalities in your favor. Perhaps they worked at the same company or you have some friends in common..
- 6) **OPEN-ENDED QUESTIONS:** Be prepared with 5 open ended questions about the role and company. Open ended means the questions create further discussion and cannot be answered with a "yes" or a "no".

Open-Ended Questions Examples are:

- a) What are 2 qualities demonstrated by your most value-added leaders?
  - b) Out of the projects we discussed, what would you like to accomplish in the first 3 months?
  - c) How has the company provided career path opportunities over the last 3 years?
- 7) **MAKE IT CONVERSATIONAL:** Another application of asking open-ended questions is they will allow you to shift an interrogative Q & A to a conversation. Asking questions not only provides you with more data points, they give you time to think and demonstrate that you "own" some of the



control of the interview flow. You answer the question and then ask the interviewer one.

An example of this may be when you share a situational story perhaps to explain how you dealt with a challenge, you can ask the interviewer, “What do you think happened after I made that decision?” Or “Can you see how that relates to what your department is going through right now?”

- 8) **THEIR BIGGEST CHALLENGE:** At the beginning of the interview, let them know you have a good idea of the role and look forward to learning more. But you are most interested in “What is your biggest challenge today?”

Respond by stating how you can help solve that problem and possibly on a fast track to do so. You have the ability to ramp up quickly.

What have you done in the past that was similar? What were the results and how can they be applied today? Be ready with stories that made a big splash and you have them on your achievement list. What impact did they make for the company—did they generate revenue, increase productivity, boost customer satisfaction, etc.?

- 9) **TELLING STORIES:** Prepare some great stories that would match the job based on the description. Use the [STAR](#) method for telling your story (describe the situation, tasks, actions and results).

Try to keep your story strategic vs. reliving it in the moment with more detail than is needed. That will eat the interview time before you know it.

- 10) **POSITIVE POWER WORDS:** Steer away from sticky words in a particular context that conjure up negativity. Use POWER words that have a positive connotation and can replace long explanations.

For example, “by implementing this new process, we discovered a sustainable solution”. You’re not getting into the process and the long time it took to make the discovery. Instead, you’re sharing the outcomes. If they ask for the details, then tell them—but keep track of your time.

Replace negative words with positive words that send the same message. Some examples of negative words are problem, concern, I have not done this, I can’t, worried, upset, overwhelmed, frustrated,

Positive power words: enthusiastic, strategize, adapted, pivoted, implemented, executed,

- 11) **CLOSURE:** Before the interview ends, find out what they think the next steps will be. Examples of how to close:
- a) Based on our conversation today, how do you feel about my candidacy?



- b) If there are new questions that come up, can I call you directly? That will tell you a bit more about how they feel about you, demonstrates your courage by asking for direct communication, and kicks the relationship up a notch. Now you are not required to only communicate with the recruiter—you *asked to be able to communicate directly with the hiring manager if you need to.*
- 12) **POWER POSTURING:** This literally refers to your physical presence and applies to your online and in-person presence. Do you look and sound like a leader? Keep these tips in mind...
- a) Dress in business casual
  - b) Create a professional background
  - c) Get a decent set of headsets and microphone. Take the time to ensure good voice quality.
  - d) Plan for 100% focus—no disruptions.
  - e) Speak confidently and with authority, even if you have to perform a bit.
  - f) Do you have eye-contact—look at your camera and raise your computer so you are eye-level (don't look down or up at the other person). Remember that you are both equal and have your own unique expertise.
  - g) Sit straight, take command of your greatness, and smile. Show how approachable you are and enjoy the relationship you're building.
- 13) **THANK YOU:** Writing a follow-up note for the mutual time to meet and getting to know each other as mutual connections can go a long way. Short and simple, and pointing out what stood out for you in the conversation.

There are some interviewers that feel a thank you is a last ditch effort for the interviewee to “sell themselves”. That is a narrow perspective and out of your control. If you appreciate the time and the relationship for building your network, there is no harm in saying “thanks” and staying in touch.

## [Schedule a call with Penny](#)