

Job Interviews - The Ultimate Marketing Opportunity

If the purpose of the resume is to secure a job interview, then you won't land your dream job if you don't market yourself appropriately in the interview.

Many job hunters are successful at catching employers interest in their resume. Employers usually spend approximately 8 to 15 seconds scanning your resume. Job hunters often unwittingly sabotage their own chances by making common, but easily avoidable interview mistakes. They often spend days agonizing over resumes and cover letters but briefly rehearse one of the most key marketing opportunities of the job search process, job interviews.

The best and most effective way to improve your interview skills is by participating in a videotaped mock interview session. Watching yourself on TV provides you with a priceless opportunity to evaluate your responses to the interview process. Not only do you evaluate your own body language, but also tone of voice, facial expressions, dress, introduction, motivation, answers, etc. Most job search programs offer free mock interview workshops and I encourage anyone job seeking to make use of them.

Some common blunders are:

Dressing Inappropriately

Always dress professionally for the interview. Standard professional business clothes with no heavy perfume, jewelry, or makeup.

Verbal Diarrhea

Some job seekers are so eager to impress the employer that they have a hard time shortening their answers and getting to the point. In fact they may wander off the topic quite rapidly without knowing when or how to stop.

Arriving Unprepared

Make sure you are prepared with knowledge of the company's products and services. Figure out how your skills would benefit the company. Preparing a career development portfolio can be a powerful way to showcase your skills to prospective employers, backing up your words with examples of what you have to offer.

Acting Desperate

It's important not to act like your are desperate. Employers are looking for someone who is sure of themselves and their abilities. You should appear confident, relaxed and in control.

The key to effectively answering job interview questions is to understand the purpose of the questions. It's hard to respond to statements like "*Tell me about yourself...*" if you don't know what the employer wants to know !!!

There are five main areas that questions fall into:

- (a) Questions about you and your skills
- (b) Questions about your interest in the company
- (c) Questions about previous employers and experience
- (d) Questions about your future plans
- (e) Other miscellaneous questions about your work status and relationship to work

Trained interviewers rarely ask questions that end in Yes/No. Most questions will be put in such a way that will have you relate a story or experience. This requires practice in order to relate a past experience to a skill or quality that the employer wants.

Answers that incorporate specific personal examples as opposed to vague generalities will market your skills better. Even if an employer asks common questions the information you know about yourself will make it easy to answer almost any question.

Since there are approximately 20-30 common interview questions with a specific purpose for each one I am not able list them all here. If you would like a list e-mailed or faxed to your please contact me directly at jakes@pepjob.com.

TIP:

The interviewer wants to know what makes you different from other applicants. For example while shopping for soups there are 20 different brands, all very similar...so, which one do you buy? By knowing what the employer (or purchaser) wants to hear you can describe your skills and abilities in relation to the particular job in a way that emphasizes unique and special aspects of your background and experience. This self-marketing is not as easy as 1-2-3, and don't expect to learn it in one day. It takes practice, practice and more practice. Practice role playing with family, friends, and even fellow job seekers. Mastering self-marketing techniques for your job interview is at the heart of job searching.

Contributions:

I am looking to interview job seekers by phone, e-mail or fax for upcoming articles on job searching. If there is anyone who would like to contribute a few minutes of their time please feel free to call me at 977-5477, or e-mail me at jakes@pepjob.com.

