Selling Yourself - Winning the Interview Game

Outline

I. Know Thyself
   A. Experience
   B. Transferable Skills
   C. Strengths

II. Elevator Pitch or 2 Minute Commercial

III. Q & A
   A. Top Ten Questions
   B. Industry or Field Specific Questions
   C. The Best Way to Answer Almost Any Question
   D. Questions You Should Ask

VI. Overcoming Objections

VII. Follow-up
   A. Thank You Note
   B. Calls
Know Thyself:
Exercise:
Make a list of 20 skills you have in one minute or less.

Were you able to do it?

No one knows you better than you but sometimes it is hard to think of all that we have to offer to a company. We often have a hard time talking about ourselves. Roy Rogers said "If you done it, It ain't braggin'.” During the interview no one else will be there to tell all the great things that you have done. These are some areas that you might be able to draw from and need to review before the interview.

Transferable Skills: Skills that you have attained throughout life that will transfer to employment. Transferable skills are often relied upon when you are changing job or career fields. For instance, you might not have worked in a restaurant but you know how to cook. OR You waited tables and now want to work as a counselor. You’re customer service skills would transfer. Review the list of Transferable Skills and see how many you have and then how many could transfer to a job you desire.

Experience: Just because you have been there and done that doesn't mean that you need to discuss it in your interview. Review what the job requires and how you match with that position. Another question to ask is "What does someone who is going to be successful in this job need to have?" and then determine if you have that experience. Examine your past successes. What projects were outstanding? Did you receive awards? Have you gone to training and is it up to date? What made you stand out at your last job?