



By

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Congratulations, you have just taken the first step in dramatically increasing your odds in Getting the Job!

No matter what type of job you are interviewing for, the information contained in my valuable E-Book will help you immensely in preparing for Getting that Job you have always wanted.

I have interviewed countless people and could tell you stories for hours about some of the most unprepared people you could ever imagine arriving for an interview. One even began telling me about his drug addiction!

Now I would not expect that you are going to say something as foolish as that, but you do need to be prepared. This information will absolutely help you! Use my experience to give you the edge you need to get the job you deserve.

I have also acted as a coach to many who were preparing for an interview and not one so far has failed to get the job they were interviewing for. Now remember that all of them were qualified for the job to begin with, but there are ways to increase your chances of landing the job. We practiced several times using the information below.

Yes, as I just stated I have sat down to interview someone that on paper was very qualified but they had done nothing prior to arriving

to prepare themselves. Oh yes, they were dressed sharply and presented themselves in a professional manner. But the bottom line was that they had no idea of what really sells them to a company.

They had no idea of the things that will separate them from the rest of the pack. They didn't know how to define the value that they will bring to the table if we choose them! That's what they continually failed to do.

Don't make that same mistake. This E-Book should help you to avoid that very important land mine that will have the person that just interviewed you throwing your resume right into the trash can the minute you leave the room.

What they were not prepared for was having knowledge about the company or the specific job they were applying for.

You must approach every interview like your job depended on it! Oh, that's right it does! How would you prepare for a formal presentation to your Boss?

Would you do any research at all? Or would you just wing it?

I'm guessing that you wouldn't just wing it. After all, you just took your hard earned money and purchased this E-Book.

So just like anything else, the more information and knowledge that you have, the more power you have to influence any potential outcome. The less you have the more susceptible you are to letting whatever is going to happen, to just happen! Don't just let it happen. Be in control!

A very simple example of this would be our court system. If we choose to represent ourselves in a murder case and we have no skills or knowledge of how the system works, what do you suppose the outcome is going to be? My guess is that unless we are just lucky, we will be spending a lot of time in prison.

Approach an interview in the same way! Don't just wing it! Be prepared!

Learn as much as you can about the company as possible. After all, if they hire you this will be your employer. What if after you are hired you find out that their financial situation is gloomy? You don't want to find a day, week, or month after you start with them that their CEO was arrested and charged with fraud.

So check them out like it was your job to do so! Do research on them. Google them! Find out how many employees they have. Are they growing or shrinking in size? Do they have other offices anywhere in the state, country, or world? What is their mission and values statement? What do they produce or service do they provide?

Who is their competition, and how do they rank with them? What news releases have they been the subject of? Do they have a business philosophy? What is their dress code? What is their reputation? Who is their CEO or owner?

I think you get the point! You may be investing a great number of years and relying on them to support you and your family. Know who they are!

This will also provide you with information and knowledge so that you can prepare for the next phase of the interview. That phase would be showing the interviewer that you can add value to their organization.

Again, you must think of this as a formal presentation that you are preparing and delivering to your Boss. Unless you don't respect your Boss or your job, you better be prepared!

If you were selling anything wouldn't you have a better chance of making the sell if you helped the person buying it understand why it is important to have one. Whatever it is you're selling. That is one of the most basic principles of sales. If I'm the consumer, I'm thinking about what benefit this is going to be to me.

If you were selling a Chevy Pickup Truck to someone that needs a pickup truck, you'll need to show them that a Chevy Truck is better than a Dodge, Ford, Toyota, Nissan, etc. You may point out the gas

mileage, or the comfortable ride, or the price, the service contract, the reputation, etc. What makes a Chevy better than any other pickup truck? Point it out! If you don't you roll the dice and they get to decide on their own what truck they believe may be the better value.

So what makes you different than any other person applying for the position? Really, what makes you different?

Everyone being interviewed must have submitted a resume that showed them to be qualified. They will all show up in their best clothes. They will all look and sound professional. But will they be able to demonstrate value? Separate yourself from the pack!

I know that you are getting tired of hearing it but always think in terms of the great value you will bring to their organization! How you will help their bottom line?

How you will increase sales, or decrease expenses, or both? This applies to everyone, whether you are in sales or not. It doesn't matter if you are applying at a "for profit" or "not for profit" company. It all boils down to the bottom line!

Try never to talk hypothetically when answering any question. Try very hard to relate it to something in your past that will apply to their future. I don't care if you have just graduated from college. Find a real life example. That may be from a biography you read. It may be

from a family friend. It may be from a committee you served on at church. It hopefully will be your experience, but if not have a real life example to use.

Caution though! Don't ever make something up and present it as real if it is not! An experienced interviewer will catch you in a lie every time. I have and would! And when I did, it was **Game Over!**

Don't be hypothetical. If you are, they know you have little or no experience. You are just guessing. Why would I want to hire someone that is just guessing?

So if you are applying for a position to manage a store and the question they ask is how you would increase sales. Do not answer it by giving them the changes that you would make. It would be better to give them examples of how you increased sales at your last or current position. This is important so that you can demonstrate that you have applied the principle and it worked. This rather than telling them something you hope will work.

So you may answer that question something like the following:

I was able to increase sales by 64% in my current position by analyzing several pieces of information and then making the appropriate changes. We discovered that our customers were primarily in the age ranges of 21 to 30 and had an annual income of

\$120K. Our most popular items proved this to be the case. So we increased our inventories of like items and decreased in others. Our advertising dollar targeted this customer.

Now this is not my area of expertise but you get the picture. Be prepared! Use real life examples

In addition, make sure any data you provide can be discussed intelligently by yourself and is true. The last thing you want to do is provide information that they ask a question about and you get this deer in the head lights look. I hate that deer in the head lights look. The interview is pretty much over at that point.

Remember again, the one thing that you should never ever do is stretch the truth or tell an out right lie. Even if you fool them and get the job, sooner or later you will have to demonstrate that you know what you said you knew and it will bite you in the butt.

So lets get back to the basics of how to answers questions and other tips that will help you to show your potential for adding value to their organization.

Like I mentioned earlier, always try to show previous examples of how you helped at your current or previous position. Here are some areas that you may want to take a look at and gather information on.

These are just some examples to get you to start thinking. You know your field of expertise and what matters most in it.

At your previous position(s) what was your safety record or the safety record of your staff?

A decrease in the injury rate translates into cost savings. Now even if the safety record stays the same but productivity goes up, that translates into a cost savings.

Productivity information and how you increased it.

This will always translate into a cost savings especially since it always includes wages. Now keep in mind that even if the actual labor dollars stay the same but the production of product or services goes up, there is still a savings. How did you increase it? How did you get buy in from upper management? How did you get buy in from your staff? How long did it take? What problems did you run into?

Reduction in variable expenses such as utilities or supplies.

How were you able to affect this? What impact, positive or negative, did it have on the organization? What was the driving force for the change?

Reduction in fixed expenses such as leases or insurance.

Same questions I gave as on variable expenses.

Policy changes that effected the organization positively, such as something that brought them into compliance. Who identified the need for the change? What steps did you go through when making the policy change? What research did you do and the process you followed?

What is your employee turn over rate? If high why? If low why? What drove it?

What training programs have you implemented, and why, and what were the results.

How many people have you supervised and the positive programs that you have implemented to motivate them.

This will at least get you to start thinking about all the things that will help you to sell yourself and create and show the value you will bring to their organization.

Do not rely solely on your resume to do this!

Your resume is only your ticket to the dance! Once your there you must know how to dance!

Yes, your resume needs to be great, but once you make it to the interview you need to present yourself in the best possible way without coming across as bragging.

Like the old Dragnet Show several years ago they used to say, "Just the facts!" This applies here also! Just the facts!

If you tell them you're the best, it will mean nothing if you can't present the evidence to justify it. It is better to let your track record speak for itself by informing them of your accomplishments.

If you are fresh out of school then use your educational accomplishments to define who you are. How did you do research in school? What were your grades? What things did you volunteer for? What clubs or organizations did you belong to?

I highly recommend that you use life experiences to define your character!

Why?

Because character is everything! It is who you are! You must be able to define who you are through the examples you give.

If you thoroughly researched the company and are completely prepared for the interview with solid examples of ways you will bring

value to the organization, it will scream out that you have great work ethics. That my friend is very important! That is just one form of character. But a very important one.

Now let's discuss what not to say during an interview.

Stay away from anything that becomes a "**ME**" response! Try to focus on the organization. "**ME**" responses are always a turn off!

So what is a "ME" response?

It is anything that has to do with you only, such as, what is the salary for this position, what are the benefits, how much vacation do you offer, do I have to work holidays, what would my schedule be, do I have to work nights or weekends, etc.

The time to ask these questions would be after an offer is on the table. In most cases all these questions will be answered in the offer letter. Asking them at the interview is way too premature and will not matter if you are not offered the position anyway. Asking them may be the deciding factor for not getting the job!

Stay clear of ever sounding critical of your current or previous supervisor. It doesn't matter what they have done to you, do not bad mouth them! If you bad mouth your current or previous supervisor, it is assumed that you will bad mouth your future one.

It will also come across that you are a complainer. No one ever agrees with 100% of what their supervisor asks of them. One could believe that as soon as the going gets tough in your new position that you will run from that too.

Do your best to only bring up positive responses about any supervisor you have ever worked for. Or don't say anything at all.

The same can be said about your current or previous organization as a whole. The same rules apply. Do not be critical of them. Again, no one ever agrees with all decisions an organization makes. That is a given, but do not be critical. If you are it will define you as a whiner and a whiner will never be offered the job!

Never provide too much personal information about family problems or medical conditions. Although they may have compassion for your situation, it will send up a red flag. Depending on what information you provide it could send a message that you will be absent a lot.

In addition, family problems generally affect people's performance at work. Doesn't matter if it really does or not, they will not risk the chance on you.

I've had people tell me that they were going through a divorce right now, or they were trying to get away from their spouse. Even if it is true, avoid it like the plague!

Never ever disclose any confidential information about any current or previous employer or individual. Loyalty is a BIG DEAL!

You may think your providing great information to them, but it is unethical and may be even illegal! In some cases, they may even be required to report the information you gave them to the other company.

Not a great way to show your potential new employer that you are an ethical person.' What happens in Vegas, stays in Vegas!

In addition, if they are open to the idea of you providing confidential information I wouldn't recommend working for them anyway. They can't be trusted!

Never swear!

Never put down or joke about a protected class, such as, female, older people, national origin, race, religion, sexual orientation, or anything sexual in nature.

I had a person one time refer to his wife as the Warden. Not a good idea at all! This clearly told me he didn't respect women.

If you try to use wit make sure it is not offensive.

Do not ramble on and on. One thing I used to do was stay silent on purpose after the person would answer the question just to see what they would do. Sometimes I would even give a little nod or two, like I was encouraging them to continue. This is just an old trick we would use to try and get them to reveal more about themselves. Most of the time they would start speaking again and you would be amazed at the junk that came out of their mouth about nothing. When you have answered the question stop talking and look at them in a way that says I am ready for the next question. If you have to say anything you may say “I hope that answered your question.”

Finally, do not flirt! You are just asking for trouble.

Now let's discuss what type of questions you may be asked that are not necessarily job specific.

Tell me a little bit about yourself, or any version of that question.

This question can be a tricky question. Every interviewer could be looking for something a little bit different. But here is some general advice that will help.

Do not start out by saying I was born in such in such a place. For the most part who cares unless it is related to the specific job, which I doubt. Stick with things that define who you are as a person and your ability to do the job you are interviewing for.

Do not regurgitate your resume back up to them. They have already read it. You can certainly let them know the job history but breathe some life into it. For instance, you may say something like, "One of the most exciting things I had an opportunity to participate in at XYZ company was ". Or maybe you could say, "An accomplishment I am very proud of was ". In other words, highlight your accomplishments in a refreshing way. Let them feel your emotion without sounding ridiculous or phony!

Remember that you are making a presentation to sell yourself. Would you buy what you are selling? Think about all the training classes and sales presentations you have been to in your life. What made you want to buy what they were selling or learn what they were presenting? They presented the material or product in a personable and professional way. Most of all they were able to show you that the information or product could provide value to you! That's the key! What value are you bringing to the table?

I hate to harp but please continue to remember this is a presentation. If you don't know details of your own life and career inside and out, how are you going to be able to present it to someone else in a way that they will want to offer you the job!

What turns a potential employer on are these attributes; determination, solid work ethics, professionalism, resourcefulness,

knowledgeable, common sense, humility, team player, not selfish, volunteers, personable, just to mention a few. Anyway you can work them into your responses without sounding forced or corny the better off you'll be.

Let me give you an example. I have been asked why I joined the Marine Corps and not one of the other services, such as the Air Force or Army.

Here is a way to breathe life into my answer while still being completely true.

I actually had every intention of joining the Air Force like my Dad did. I had taken the entrance exam along with the physical and was all set to join. I had an appointment one day with my Air Force recruiter and he happened to be late. While I was waiting a Marine Corps recruiter grabbed me and invited me into his office. Maybe I should say dragged me in kicking and screaming. I didn't pay any attention to what he had to say. Later on that evening when I was speaking with my Dad I jokingly told him that I was going to join the Marine Corps instead. He made a critical error in judgment and said the following, "Join the Marine Corps, heck you couldn't even make it through Boot Camp". Well I couldn't pass up that challenge and not only went on to join the Marine Corps but made it through Boot Camp in the top 10%. It was one of the best decisions I ever made!

That story tells them a lot about who I am. Also, every bit of it is true.

Find those kinds of short stories that define who you are when you answer questions. Now keep in mind that every response does not have to be a story, but know when to interject them to make your point. This will give them a peek into your life and your character. This will also hopefully show them that you will bring value to their organization.

Another often asked question is why do you want to leave your current position?

Be careful again not to slam your current or previous supervisor or company. I repeat it doesn't matter what they did, do not bad mouth them. Many people will say that they are looking for more money or a greater challenge.

I would recommend that you turn your answer into a positive for the company you are applying to.

So you may want to answer something like this.

I am very happy with my current position, but I have done a lot of research on your organization and I am impressed with several things. (List some things that you have discovered about them). I really want to be a part of this organization and its future. I truly

believe your organization is redefining this industry. Your CEO, Mr/Ms XYZ, has a very impressive background and seems to moving your company in a very positive direction.

Now make sure what ever you tell them you believe. This will also tell them that you have checked them out. It is a very impressive thing and you did it while responding to their question. Don't lay it on too thick, but get your point across. You also were able to avoid sounding negative in any way to your current employer.

The purpose of an answer like this is to let them know your running toward them and not from something else. This is very important.

Finally, they will ask if you have any questions for them.

This is another opportunity to demonstrate that you have prepared. It is impressive to have a list of questions that you have prepared in advance. However, do not pull out a folded piece of paper from your pocket. Just another simple reminder that this is still part of your presentation. Do I need to say more?

So what type of questions do you ask? As I stated earlier, do not ask "**ME**" questions.

Do not ask any question that you can easily find by researching the company, unless you put a twist on it.

Maybe something like this. I noticed while I was beginning to learn more about your organization that you have begun to expand in XYZ country. While I was in the Marine Corps I had the opportunity to spend a significant amount of time there and thoroughly enjoyed it. If there is anything I can do to help I would love to do so.

Now this is just an example, but it does a couple of things. It again tells them you are really researching them. It also tells them you are able to offer help in other areas outside the scope of the position you applied for. It certainly shows them you are a professional wanting to be a part of their organization.

Finally, after you leave the interview it is a good idea to send them a "Thank You" card expressing your appreciation for the time they took to interview you. I would not say much in the card except to say your grateful. This will help them remember you one more time.

So the bottom line to an interview is simple but takes a lot of preparation. If you want the job, then you need to be prepared prior to the interview.

In review here are the steps.

1. Remember you are making a presentation. Be Prepared!
2. Do the research on the company. Don't get Lazy!
3. Identify how you can bring value to their company.

4. Do not bring up any of the things I outlined above such as “**ME**” responses.
5. Breath life into your answers.
6. Have real life experiences to offer them.

Thank you and I truly hope that this will help you in your very next interview.

I would also love to get your comments about this E-Book and how it was able to help you. If you have additional questions, please forward them to me and I will do my very best to answer them. You can send your comments or questions to gregory.covey@leadership-skills-for-life.com.

You may also review my website at www.leadership-skills-for-life.com/