

- INTERVIEWING EXERCISES -

HOW TO GET IN SHAPE

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1. Your resume should be a statement of why someone should hire you. Remember that a company's primary concern is increasing sales and cutting costs. If you've done one or the other, or even better, both, you have a very good reason for someone to hire you. State your proven value. Including a list of responsibilities in your resume is telling, not selling. Go through each line on your resume and ask yourself "Does this line tell the employer WHY they should hire me or does it just say what I do?" If each line in the resume does not answer this question ".. and the results were", it is telling, not selling. **A resume is an ad, not a fact sheet.**
2. Write down your ten greatest accomplishments at work. You should have a couple that are very recent.
3. Quantify them. Numbers are powerful.
4. Get these accomplishments into your resume.
5. Post your accomplishments where you can read them two times a day for a month (I do this while brushing my teeth) so that they become second nature.
6. A resume is a marketing tool, an ad, use it like one. Mass Marketing vs. Niche Marketing is a decision that should reflect Demand vs. Supply. Customize your resume to the job; match your skills to the company's needs, especially if competition is stiff. When employer gets a big pile of resumes and yours doesn't appear to be an EXACT FIT, you probably won't get an interview. (You can write more than one resume).
7. Each week read something about interviewing, motivation, succeeding, and/or selling. Learn and become the expert, because if it's worth doing; it is worth doing right.

AND

Get a tape recorder and practice your interviewing techniques. This is a very effective exercise. Listen to yourself answer typical questions and ask yourself: “Did I tell or did I sell”, “... and the results were?” and the BIG one: “If the company had three very qualified candidates to choose from, would they hire me?”

If the answer is no, keep practicing.

If the answer is yes, ask yourself “why?”

8. Networking is essential to job hunting. Contact your friends, ex-bosses, ex-subordinates, ex-classmates, relatives, association members, Alumni of your alma maters – everyone you can. Don’t judge the results, just work the network logically, diligently and assertively. Then, set up a tickler file and call them back on a routine basis. Talk to them, see them, email them, do it ALL. It takes 5 contacts to effectively use each networking source. One contact is not enough. Statistically, this is the most effective way to find a job, so DO IT. You never know when you’ll turn up a lead that will pay off. (Remember, if one hundred calls give you only one lead; but that leads you to a job, it was well worth the effort.)
9. Contact the competition, vendors, suppliers, and companies that make related products or utilize the same technology that you’ve used – in other words, contact the people who would most value your experience. How do you figure out who all these companies are? The library and the internet can supply all the data you need.
10. Getting a job is a job – treat it like one. Each week set goals for yourself and accomplish them. You can decide how much time to devote to your job search. (If you’re unemployed, it should be a full week and if you’re employed, it should be as much time as you can give.) What is important is that you use that time effectively by doing all the things you need to do. Set goals: how many resumes do you want to send out this week, how many people do you want to network through, how much time do you want to spend reading -- Plan your work and work your plan.
11. Remember the law of statistics: the more you do, the greater the chance of success. Activity creates Activity. Did you know successful people fail more often than those who are unsuccessful? - Why? Because they try more often and eventually the statistics turn in their favor and bring them success. Just ask Babe Ruth who had more strike outs than any other baseball player of his time – and more runs! Think about it.....

By merely putting your attention on these exercises your interviewing skills begin to improve. Through these exercises, you’ll polish your technique and your comfort level with interviewing will increase.

