

## EVALUATE YOURSELF AND HIRING AUTHORITIES

Throughout your job search you will have conversations with individuals in your network, as well as hiring authorities. You will also schedule both informational and job interviews. Each conversation and interview is an opportunity for you to fine tune your ability to sell yourself and interview more effectively.

Complete an Interview Evaluation Form after each interview. The Interview Evaluation Form will help you to evaluate yourself. An Interview Evaluation Form helps you retain information, evaluate yourself and consistently improve your interviewing skills. After telephone conversations, take time to write out your results before placing or answering another call. After each interview, stop in the lobby of the building and write down your results. You would be amazed how much more information you remember immediately following a conversation or interview.

After each interview review what you did or said through the eyes of the hiring authority. Interviewing is a “sales process”. Unless you are in the Sales Profession, the process of interviewing may be out of your comfort zone. It is also not easy to sell yourself without feeling you are bragging.

Never forget it is not necessarily the most qualified person who is hired, it is the job seeker who aces the interview! When you put yourself in the shoes of the person conducting the interview, you will better evaluate your strengths and weaknesses. Completing a thorough Interview Evaluation Form will allow you to improve your interviewing ability throughout your search.

During every conversation or interview in your job search process, it is important that you:

- Stress your accomplishments and the impact they had on your past employers
- Differentiate yourself from possible competition
- Ask the best questions
- Uncover the hot buttons of the hiring authority
- Determine the target date to hire
- Set up and stand out with your follow up process

Write down objections you were not able to overcome, questions you could not answer or concerns that surfaced. The first time you face these issues is a learning experience. You need to role play what you should have said and done. The next time the same situation surfaces, you will be more prepared to ace your interview.

Have you ever completed an interview convinced you were going to obtain a job offer and then are never called back? There is nothing more frustrating than to know you are the perfect person for the job and never receive feedback why you didn't get hired.

You may call to obtain the feedback so you can improve your ability to interview, and again calls are not returned. You then find yourself second guessing the “why” you were not hired which can negatively affect your confidence level and self-esteem.

As the interview is drawing to a close and you are asking questions, there is one question that will uncover any concerns or red flags which will affect their hiring decision.

*“I’m very confident in my ability to do this job and I’m also very interested in working for you and your company. What is more important however, is what you think. Do I have the experience and skills you feel would qualify me for this position?”*

Initially you are stressing your confidence in doing the job and your high level of interest. This is important because hiring authorities prefer to extend an offer to someone they are confident will accept the offer and is excited about the opportunity. They will also react positively to the level of confidence shown.

After you ask this question, do not talk. Listen carefully to what they say and listen for the word “but.” Anything following that word ‘but’ is the reason they may screen you out. You now have an opportunity to say *“I understand why you may feel that way, let me explain why that won’t be a problem.”*

If you effectively overcome their concerns, this will improve your chances of receiving a job offer.

If you are not obtaining the results you want from your job search efforts you have to stop doing things in the exact same way. Doing things the same way and expecting different results is the definition of insanity. The information you receive as a result of debriefing yourself and the employer will help you learn from your mistakes, interview more effectively and eventually will lead to a job offer you will accept.