Active Listening, Engagement, STAR, Elevator Pitch

* What is active listening?
  + Posture
  + Eye contact
  + Smiling
  + Notes & Questions
* Types of interviews
  + Phone & video
    - Large percentage
      * Test platform being used
        + Skype
        + Webex
        + Blue jeans
      * Quiet place
      * Dress well top half
      * Smile & look at camera
      * Be punctual and show up prepared
      * MAC assistance
      * Try to research your interviewer for possible point to relate to during
        + Makes you more personable (hire people they like)
  + In person
    - Smaller percentage
      * Solo or group
      * Well-groomed and dressed
      * Smile & look at interviewer
      * Be punctual and show up prepared
      * Try to research your interviewer for possible point to relate to during
        + Makes you more personable (hire people they like)
* Successful Interview Steps
  + Learn your profile
    - Marketing life cycle (explained in more detail in week 4)
  + Research the company
    - Sales team
    - News
    - Social network
    - Mission statement & vision
    - Clients and employees
    - Job description
    - Interviewers background
  + Elevator pitch
    - The 3 C’s
      * Speak Clearly
      * Speak Confidently
      * Speak Concisely
      * **It’s your intro/ice breaker**
    - Outline
      * Brief personal background
      * Education / Certification completion
      * Employer(s) -> Most recent experience
      * Brief past employer experiences
      * Expertise/strengths in
      * \*Tailored Specific\* How my background relates to requirements in job description
  + Practice mock interviews
    - Review tech prep notes
    - Write out common answers to common questions (handout)
    - In a mirror & recording conversation
    - Speak clearly (try to avoid filler words um, uhh, ehh, etc.)
    - Avoid “hot topics” (politics, religion, sexual orientation, etc.)
  + Star method
    - S – talk about the Situation or Task
    - T – “”
    - A – the Action you took
    - R – the Results achieved
      * Types of questions
        + Behavior Based

Time in your past when you demonstrated a skill

Past performance is strong indicator of future performance

* + - * + Situational

Hypothetical situation

Problem solving skills

Good to ask for clarity to allow for a better answer

* + - * + Goal

concise with answers to not lose the interest of the interviewer. Polished answers.

* + - * + EXAMPLES
    - Unfamiliar question
      * Try to buy time
        + Relate to your marketing profile
        + Ask to repeat question or clarity
        + Depending on rapport with interviewer

if going well it is ok to ask for a few seconds to respond