

“How to Answer Interview Questions”

With Moderator Carl Chapman



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Peggy McKee

- **Nationally-Known Sales Recruiter and Career Coach**
- Over **25,000 hours** of experience in –
 - Finding jobs
 - Working with hiring managers
 - Helping shape candidates to win

**She's a true
JOB SEARCH EXPERT!**



Today we are going to talk about...

How to Answer Interview Questions



You're going to discover the ***single most effective thing*** that you can bring to the interview to make the hiring manager say to himself -

“Wow! What an amazing candidate!”

My experience as a recruiter really gives me a perspective most people don't have.

- I've had a front row seat on this whole process -
 - Introducing candidates
 - Coaching them through interviews
 - Hearing directly from the hiring manager what their impressions were
- They tell me what candidates do right, what they do wrong, and why they choose one candidate over another.



Most job seekers...

- Don't have any idea about what's going on on the other side.
- They just can't have the **perspective** of someone who's coached **thousands** of people
- Actually spoken with **hundreds** of hiring managers (*who won't tell candidates what they really think*)



Job seekers try over and over again...

But just can't break through and they don't understand why.



It's all about *communication*.

- Can you **effectively communicate** to the hiring manager what he needs to know?
- I'm going to tell you –
 - How to think about the interview in a way that's going to help you do a better job of this communication.
 - What you can bring to the interview that would really give you an extra edge as the top candidate.



Hiring managers don't like interviewing either.

- They feel uncomfortable.
- The hiring manager **will be judged** by who they choose to hire.

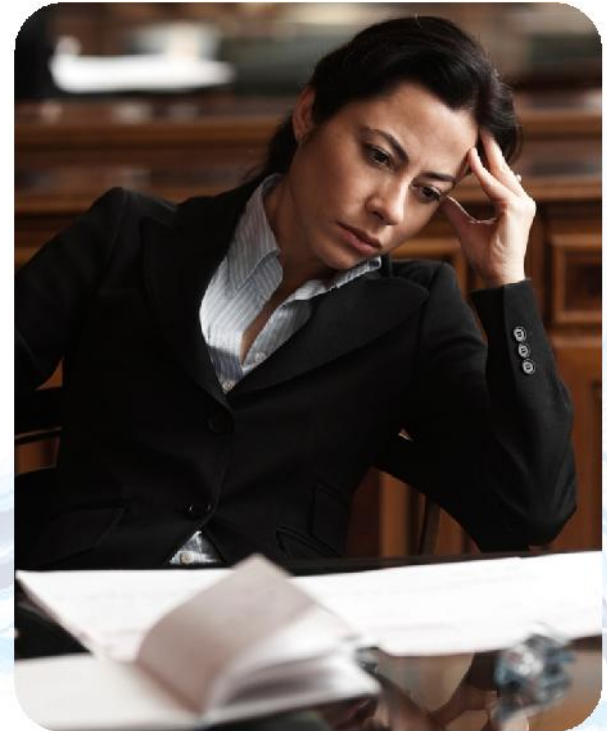
Everyone has a lot on the line, here.



The problem was that he didn't *communicate* those skills properly.

- I know he had the skill sets, John knew he had them, *but the hiring manager doesn't know it and can't see it.*
- They didn't make a great impression.
- It's frustrating and it's discouraging.

It's usually just simply a matter of *communication*.



You have to come at it with a different and new perspective.

- The hiring manager is interested in **four basic things**:

- 1) Do you understand the job?
- 2) Can you do the job?
- 3) Will you do the job?
- 4) Do you pose a risk to his continued employment?



It's a simple idea, but it is harder than it sounds.

Because of the communication thing...

The best candidates for the job are not often the ones who get chosen.



As long as they communicate those four things, they're good, right?

- The best way to communicate these four critical things is just like how a salesperson would do on a sales call.
- At its core, **the job search is a sales process.**
- You're trying to get the hiring manager to buy or hire you...

Which makes YOU the product in the transaction.



**You have to buy into this
to be really successful
in the job interview process.**

In a Sales Call:	In a Job Search:
You'll bring in support materials	Your resume – a brag book
You usually have a list of questions where you want to know things about your customers, what's going on with them, what are their needs	A list of questions that you ask to understand more about the job and what skills the hiring manager most cares about
List of points you want to make about your product - its best features, what it can do, all the wonderful things about it	List about yourself—your best features or skills, your significant accomplishments, what you could do for the company
We would have practiced our pitch so that it flowed smoothly	Practice our answers to typical interview questions
You always go in with a plan for what you want to achieve – <i>a goal</i>	It's just as important that you have a plan or a desired outcome

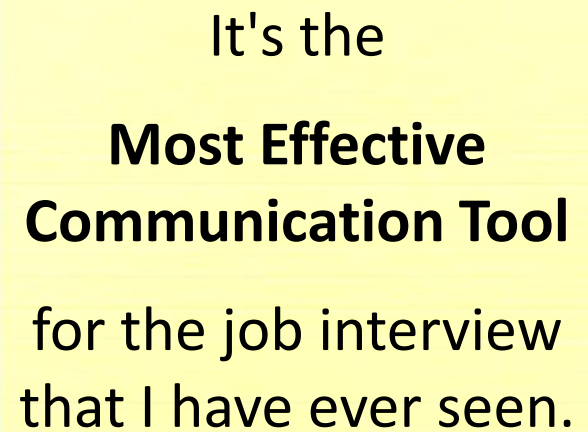
Most job seekers don't look at it this way.

- That's why so many people have problems with the job search and why it takes them so long to get a job.
- They don't understand these **basic principles** about the job search.
- A sales rep is trained ***to actively guide the conversation*** where they want it to go.



There is an interview tool...

- That I used to help myself get these offers.
- I insist that my candidates use.
- I've been recommending it to job seekers in all kinds of industries and all kinds of jobs.



It's the
**Most Effective
Communication Tool**
for the job interview
that I have ever seen.

Do you have to have this tool to communicate effectively?

- It's hard to control the interview if a manager is firing questions at you.
- It's tough to stop it or slow it down unless you know how.
- Unless you have something in your hands that you can use to segue to where –
 - It answers the questions
 - The manager is pleased
 - Lets you control the interview



Would this tool be like a sales brochure?

- Not really a brochure.
- More like a worksheet
- Like an **interactive tool** that the hiring manager's going to participate with you on during the interview and then even after the interview.

It's interactive, and this is important.



With this tool that I'm talking about...

- The manager interacts with you and you interact with the manager.
- It will take the interview to an entirely different level.
- They're going to remember you very positively.



This is the kind of tool that successful sales teams use.

It's a 30/60/90 Day Action Plan

- A **written** and **verbal** communication of what you think the job involves.
- In addition to communicating that you ***understand*** the job, it's going to demonstrate your ability to **DO** the job.
- Your learning curve is just flattened out.



**Managers see this as a
HUGE positive.**

**30/60/90 Day
Action Plan**



**Those first 4 points
that you brought up**

It allows you to communicate:

- ✓ 1) Understand the job
- ✓ 2) Can do the Job
- ✓ 3) Will do the job
- ✓ 4) Pose no risk

What kind of things do you include in a typical plan?

- The plan is to talk about what's going to happen in those first three months of employment:

First Month

You'll talk about the **training** that you're going to do (i.e. company systems, products, customers, competitors, policies, procedures, organizational issues, software, etc.)

60 Day Part

Get **focused on fine-tuning** (i.e. field time, continued training, find a mentor, review client files, etc.)

90 Day Part

Continue to build on those building blocks of what you've done in the first thirty and sixty days.

It works for any position...

- Where you can talk about what you're going to execute on in this first three months.
- A manager has many things to accomplish in the first three months -
 - Orientation
 - Training
 - Objectives
 - Planning



**It works across all industries
and employment levels.**



This is a fantastic way to get a promotion.

- Very often you have to go through another interview process to get a promotion.
- Here's a BIG opportunity.
- I had a client that I coach in which I spent an hour and we put together a 30/60/90 Day Plan...

He was promoted to a managing role in a job he hadn't had before ...he got a \$22,000 raise!



A typical job search is lasting almost 8 to 9 months right now.

- If you get a job just a month faster, think of the **missed money** that you get to put in your pocket.
- If you're making \$60,000 a year, getting that job one month faster is worth **\$5,000 to you.**

If you are looking for a job or promotion, you need this plan.



This a do-it-yourself project.

- You need to **customize it** for your job.
- I *could* put together a financial plan, or I *could* tile on my kitchen floor.
- But neither one of these are going to look as good as if I would hire a CPA to do the financial plan or a carpenter to do the floor.



**It's the same thing with
the 30/60/90-day plan.**

I've also seen candidates...

- Who had the right goal in mind, but fell far short of the mark.
- They'll put together a plan, but it might be less than a page long.
- If I'm hiring a high-level professional, I'm looking for more than that –
 - I'm looking for a more in-depth understanding
 - A more customized approach

They miss HUGE key opportunities.



This is not a place to take a chance and do something myself.

- If someone gave me a blueprint and they would coach me through it, I know that I'm going to end up with a **much stronger plan.**
- I would want someone to **help** me who –
 - Has done this plan before
 - Has seen how it works
 - Has seen what doesn't work
 - Can coach me through it



Here's what you're getting...

- Over an hour of video training modules
 - I walk you through each step of putting the winning plan together.
- 3 sample 30/60/90 Day Plans
- A fill-in-the-blank template
- 4 PowerPoint templates
 - There is even a separate video where I show you how to modify those PowerPoint templates.



In the training I'll tell you...

- The questions to ask.
- How to respond with what the hiring manager says to you.
- How to use it to **close the interview** in a way that's going to boost your chances of getting the job by...



30%-40%

Have people gotten better results from using your plan?

Pete... had been out of work for a year... gone to a bunch of interviews... but he wasn't getting offers. Then he got our plan... the interviewer was so impressed... they offered him the job as regional manager.

Anthony... looking for a plan guide and he found ours... he said the plan saved him 4 hours. He used it in a high-tech firm famous for rigorous interviewing. They said he was one of the best people they had ever had come in for an interview. This plan helped him get the job of his dreams within six weeks.

Bret said that my plan helped him land a job he'd been trying to break into for years. That it helped him become a finalist for a position he wasn't even completely qualified for.



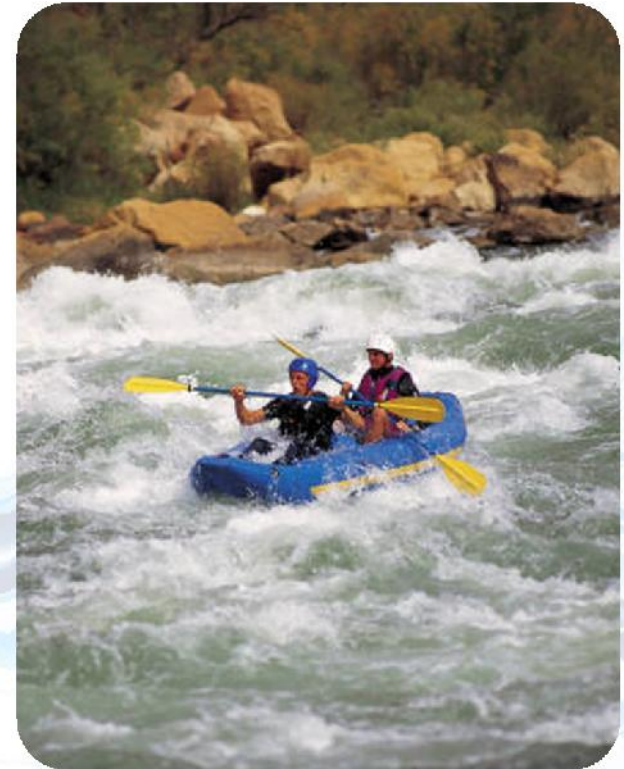
This plan increases your value to the hiring manager.

- When someone comes in with this plan, they can tell they've done their homework.
- The hiring manager says that it makes the decision easier, because they can see -
 - Your strategy
 - Your thought process
 - Your energy
 - How much you understand it
 - That you're going to hit the ground running



To turn the typical job interview...

- Into a conversation between two professionals trying to fix a common problem.
- It allows you to guide the interview kind of like a river ride.
- Instead of just jumping in the boat and going wherever the river takes you, ***I want you to bring a paddle.***



What's in your plan that makes it better?

When you get my plan, you get...

- ✓ 3 different sample plans.
- ✓ The step-by-step worksheet or template where all you have to do is fill in the blanks.
- ✓ The PowerPoint template with bonus video.
- ✓ Video training where I teach you all about how to fill in this plan - How to research it, and think about it, and how to present it.



I give you more detail...

- About each one of the sections - the 30-day section, the 60-day section and the 90-day section - so that you will really understand them.
- I tell you how to gracefully bring this up in a conversation and discuss it with the hiring manager.
- You can watch my video training over and over again until you're comfortable with it.



I want to use a different analogy, maybe for the sports fans...

The *difference* between a 30/60/90 day plan that somebody could find on the internet and download...

Is kind of like if you happened to find the playbook for the Indianapolis Colts...



You've got the playbook... but that doesn't make you an NFL quarterback!

Peggy is not going to do the work for you.

- If I did the preparation, you wouldn't be as **prepared** as you need to be for the interview and ***you would fail.***
- Now **with my coaching and the templates**, this is a very doable thing for you.

You can watch and listen over and over again.



I'm going to hand you:

- ✓ The worksheet
- ✓ The sample plans
- ✓ The PowerPoint templates
- ✓ The hour of video training
- ✓ And coaching

My promise is that your part is not going to be very hard.

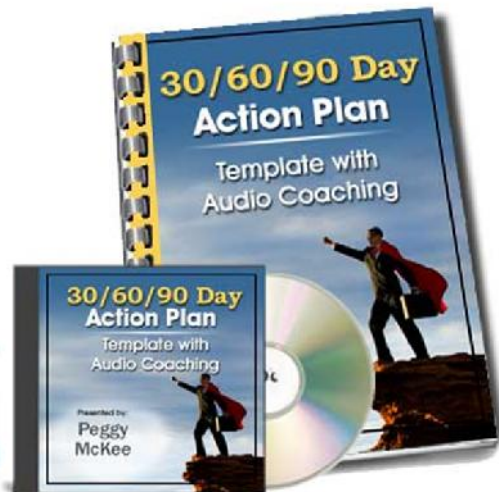
- You don't have to do this on your own.
- You can do it **with me helping you.**
- You can find other plans, but you won't -
 - Find my coaching and expertise
 - Have the samples
 - Have the key pointers on how to think about things
 - Have a plan that you can be sure of that's tested and proven

And that's what we have!
That's what you'll get with our plan.



Hiring managers love behavioral interviews...

- Because they feel like they can really get to know you better when they hear your stories.
- In this behavioral interview event podcast, I coach a lot of candidates how to:
 - Choose the right stories
 - Tell them the right way
 - To keep working the whole conversation around the compelling reason to hire you
- Some of the key things that we talk about in that pod cast:
 - Key competencies that the hiring managers are looking for
 - The reasons behind their questions



Phone Interview Podcast



Behavioral Interview Podcast

Backed by a 365 day, 100% satisfaction,
money-back guarantee.



This is where you need to ask yourself...

- *Can I afford to go into my next interview without this tool?*
- In this economy, interviews are not easy to get.
- You won't get another chance.

There is no risk.



How do I know it's really necessary?

- What hiring manager doesn't want:
 - To see you demonstrate for him what a great addition you'll be to his team?
 - You to make this interview easier and more interesting?
 - To be excited and confident about a new hire?

Candidates are more prepared for job interviews than they've been in the past.



Do you really want to go
into an interview...

**Up against someone who
has listened to me and
came up with this
30/60/90 Day Plan?**



And imagine yourself going into the interview without a plan after hearing all this...

And then not get the offer?



Q & A



There is nothing more important...

- To your financial, professional and personal lives than a great job.
- So many professionals have gotten the degree, the certification, the training and experience – **but no Job.**
- You just can't afford not to try this, and see how this would work for you, because **it will work.**

Go for it. Be bold.

