



Briefcase
Coach

THE COMPLETE INTERVIEW PREP HANDBOOK

Prepare, Perform, and Impress

INTRODUCTION

In the competitive landscape of today's job market, the employment interview stands as a crucial milestone on the path to career success. An employment interview is not just a conversation; it's an opportunity for both you and the employer to determine if there's a mutual fit. It's your chance to showcase your skills, experiences, and personality while assessing whether the role and company align with your career aspirations.

Job interviews are vital for several reasons. They provide a platform for you to demonstrate your qualifications, clarify any questions about your background, and express your enthusiasm for the position. For employers, interviews are a means to evaluate candidates beyond their resumes, ensuring they select the right person who can contribute to the team and company culture. Ultimately, a successful interview can open doors to new opportunities and help you secure your dream job.

In the pages that follow, you will find a comprehensive guide designed to equip you with the knowledge and tools necessary to excel in any interview setting. We'll explore various types of interviews, from traditional face-to-face meetings to phone and video calls, and share effective strategies for each. You'll gain access to practical resources, including pre-interview research worksheets, common interview questions, and tips for making a lasting impression on hiring managers.

Additionally, we'll cover essential topics like what to wear, how to follow up after an interview, and last-minute preparation techniques. Each section is crafted to provide actionable insights that will enhance your confidence and performance on the big day. Whether you're a first-time job seeker or a seasoned professional looking to make a career change, this handbook will be your go-to resource for navigating the interview process successfully.

Get ready to transform your approach to job interviews and take your first step toward a rewarding career journey!

DIFFERENT INTERVIEW TYPES & STRATEGIES FOR EACH

Want to Kill it in an Interview? Adjust your Technique to the Forum

While the purpose behind a job interview has not changed (it's a chance for them to evaluate you and vice versa), the past few decades have certainly introduced some new interview formats into the game.

As an Executive Resume Writer who has helped hundreds of clients to secure interviews over the years, I've seen first-hand what works (and what doesn't!) when it comes to interviewing.

Here's a breakdown of the most common interview styles, both old and new, with quick and easy insight on the purpose of each, what it means to you, and how you can prepare:

Phone Screen

Generally the first step, phone screens are usually quick, and in larger organizations are often conducted by a more junior member of an HR department or recruiting team.

What They Want: The phone screener's goal is to assess if you have the knowledge, experience and qualifications for the role.

You may be pressed for salary requirements – if you can't avoid it by saying you'd like to learn more about the role and total compensation before providing information, it is best to be direct and offer a range (not an exact figure).

Bottom Line: While it is important to be friendly, facts are more critical than establishing rapport during this first round.

Tips: Speak from a quiet, distraction-free location, and prep by highlighting areas of your resume you feel are relevant to the position and to the organization.

MEET FOR COFFEE INTERVIEW

A quick pull up over cup of coffee has replaced first round one-on-ones for some, and serves as a forum for an informational interview.

Coffee chats are a great opportunity to learn about potential job openings, information about the company, and even get advice.

What they Want: These chats tend to occur with recruiters juggling multiple open roles or hiring managers with a need but not an official job requisition.

Bottom Line: Though it may feel casual, it's nevertheless important to do your homework through research of any potential companies and industries.

Keep at the ready examples of recent achievements and be prepared to give your elevator speech which includes why you are looking and what value you bring to the table.

Tips: Business casual wear, versus formal business attire, is appropriate. Be sure to bring something to write with, a business card if you have one, and several copies of your resume.

ONE-ON-ONE INTERVIEW

The most familiar format of all, the in-person, one-on-one usually takes place after the phone screen.

What They Want: The interviewer usually wants to get a sense of how you will fit into the company, but may also ask questions to confirm that the phone screener did their job in assessing your skills and qualifications.

Bottom Line: The end goal of the face-to-face is to build rapport, and show them how you are well suited to the culture and in a unique position to solve their pain.

Tips: Stay focused and respond to the questions...don't go off on any tangent.

HIGH IMPACT BULLET STATEMENTS

For Higher-Level Professionals

When creating a resume, it is essential to develop bullet statements that show how you made an impact in all past positions. Employers measure success when they analyze candidates.

They need to know 'what's in it for me if I hire you?'. To prove you are the best candidate, all statements in your resume need to show value, and they need to be measurable.

How can you do that? By addressing the following three criteria in each statement:



Each statement should discuss a challenge you faced, the actions you took to solve that challenge, and the results that came from those actions. You want to give employers proof of how you obtained success in your previous roles.

In this kit, you will find various bullet statement examples categorized by different industries and measurable impacts of a job. You will also find a list of common action verbs that can be used to better deliver bullet statements.

MONEY

- Key contributor to 2.5X revenue growth to \$32M. Achieved by unseating competition to land and grow Fortune 50 deals.
- Catapulted to #1 of 11 during first year by leading long-cycle, end to-end sales and growing book of business 2X that contributed \$2M to team's \$12M revenues.
- Developed a 3-year roadmap forecasted to save \$1B on \$5B in spend, and realized \$143M Year One, through automation and by leading the design and implementation of an end-to-end quality process.
- Saved \$2M in potential fines by improving regulatory compliance. Steered multidisciplinary team on corrective action implementation project to transform company into 'best-in-class.'
- Rescued distressed \$1M key account, reversing NPS of -4 to +9 in 1 year, increasing client revenue 20%.
- Retained all 200 national clients and won \$6M in new engagements by fostering relationships, developing strategic campaigns, delivering on promises, and course-correcting challenges.
- Catapulted assets under management from \$2.5M to \$25M in first year, doubling to \$53M in year 2 by strategically transitioning business unit to more customer-responsive operation.
- Avoided \$1M+ revenue loss by collaborating with surgeons to maintain high-volume surgical caseload during system go-live, despite surgeons' initial reluctance to embrace system changes.
- Avoided \$20M+ loss with proactive IT solutions to maintain business continuity during Covid-19.
- Implemented best practices to improve sales cycle process. Developed after action reports to analyze results and improved investment strategies. Completed underwriting for 70+ deals collectively valued at \$7.9B.
- Revamped customer experience, capturing \$3M+ in new revenue by allowing customers to update payment information on failed transactions.
- Closed company's 1st international sales (Malaysia and UAE), valued at \$1.7M

LEADERSHIP

- Led a zero-impact migration of 125 complex applications (80% greenfield and 20% brownfield) from local to global repository.
- Led the adoption of video across the organization by creating and delivering video content for corporate training programs, such as Customer Experience (CX) and Performance Management.
- Coached the sales team on effectively presenting product benefits and technology to customers. Leveraged extensive product, customer, and fashion trends knowledge to optimize in-store merchandising.
- Trained 600 end-users throughout Canada, US, and Asia on software enablement and digital workplace solutions. Adapted training methods for unique cultures and communication and learning styles.
- Maintained employee engagement scores of 85 to 92 every year by mobilizing entire organization to common goal and driving strategic change across all levels of organization.

PRODUCTIVITY/PERFORMANCE IMPROVEMENT

- Successfully delivered 150+ events per year, establishing a strong reputation in the industry and unlocking exclusive partnership opportunities with top local venues.
- Philanthropy Campaign team received 10% higher net promoter score (NPS) than overall organization. Positive customer feedback recognized hard work, effective process improvements, and team's overall successes.
- Earned highest YoY team retention of 98% of employees over 6 years.
- Uncovered market intelligence and gained exposure to leading-edge research and trends, by cultivating network of nationally recognized clinical leaders through attendance at association conferences.
- Transformed organization skeptics into advocates by pitching case that overcame resistance to embrace new research methods for insights gathering including eye tracking and discrete choice modeling.

GROWTH

- Grew trend jewelry business by 75% after implementing a new merchandising strategy and optimizing store presentation.
- Facilitated business expansion to 2 new international markets (Poland & Germany) by conducting extensive product and market research, and supporting product line development.
- Drove 50% YOY growth through expansive opportunity development in public and private markets while navigating internal changes to sales modalities and territory management goals.
- Boosted media coverage by 50% and gained market leadership position for highly competitive product by partnering with external PR agency to consistently pulse out news.
- Escalated gross revenue by as much as 300% YOY. Introduced sales and marketing strategies designed to achieve outstanding ROI.
- Outperformed revenue expectations, successfully growing global revenue an average of 10% per year over past 6 years. Accomplished what no other industry competitor has achieved.
- Delivered profitable growth 6 months ahead of 24-month schedule, expanding sales revenue as much as 94% YOY in a new country with limited resources.

SAVINGS AND IMPROVEMENT

- Streamlined the sales process by designing and introducing a custom event production catalogue to save 50% of time on proposal creation.
- Stabilized and improved multi-family occupancy to 90% from 74% in 9 months with customer service focus.
- Reduced time to hire 50% after reverse-engineering recruitment process in partnership with recruitment and training teams.

NEW INITIATIVES

- Implemented a rebranding strategy, and became the chief business driver behind the ABC brand introducing this revolutionary technology to mass market.
- Established a strategic partnership with the XYZ Institute at the University of ABC. Leveraged this collaboration to design a customized sales management & leadership development program for the sales division.
- Developed and delivered a consultative selling skills training program for 400+ sales professionals company-wide. Enabled a 20% increase in environmental services sales, boosted customer retention in all business units within 1 year.
- Jump started 2.5-year delayed program – driving its completion in 6 months.
- Penetrated new sector by negotiating partnership deals with multimillion-dollar OEMs – marking company's first foray offering its predictive analytics solution.
- Built sales team in US from the ground up in support of 500 worldwide customers. Maintained revenue per employee at 50% above comparable business models.
- Facilitated opening of new concept store from ground up, including recruitment and training of 450 staff in just 5 months. Created vision and culture for new store that earned complete staff buy-in and engagement.

ACTION VERBS

All resume bullet statements should begin with an action verb. However, most bullet points start with many of the same repetitive verbs. Here is a list of different action verbs along with well-aligned industries. Depending on the job you are applying for, you can swap out action verbs to emphasize and deliver your points better.

- Improve** (*quality, efficiencies, sales, etc.*)
- Reduce** (*accidents, insurance premiums, expenses, etc.*)
- Increase** (*sales, marketshare, productivity, efficiency, etc.*)
- Successfully launch** (*new products/services, new markets, etc.*)
- Strategically turn around** (*underperforming operations, unprofitable territories, etc.*)
- Save the company** (*money, time, redundancies, mistakes, etc.*)
- Expand** (*services, brand recognition, etc.*)
- Spearhead** (*new initiatives, transitional activities, etc.*)
- Ignite** (*new sales, employee morale, performance improvement, etc.*)
- Identify & capitalize on** (*new and/or untapped opportunities, etc.*)
- Upgrade** (*policies and procedures, quality standards, etc.*)
- Develop** (*new systems and processes, strategic relations, etc.*)
- Establish** (*higher performance standards, efficiency awareness, etc.*)
- Generate** (*improved client relations, community awareness, etc.*)
- Advance** (*organizational missions, business goals, growth initiatives, etc.*)
- Decrease** (*errors, customer complaints, inaccuracies, etc.*)