

HOW TO

WIN THE INTERVIEW

5 Strategies to Stand Out
in the Hiring Process

THE
KEN
COLEMAN
SHOW

CONGRATULATIONS!

Your resumé has been selected from the mountain of applications, and your interview is set. This is your time to shine! It's your showcase—think of it as a performance.

▶▶ **No one wants to wing a performance, so you have to prepare intentionally in order to perform exceptionally.**

In order to win the interview, you'll be spending time and effort on these five key areas: what you need to know, what you need to expect, how you need to dress, how you need to act, and what you need to ask. This guide will help you get started, but for more in-depth guidance on the entire hiring process, the [*Get Hired Digital Course*](#) will give you everything you need to know! Let's get started.



LET'S GET STARTED!

1.

What you need to know

- ▶ The company's history and story
- ▶ The company's vision, purpose and mission statement
- ▶ The company's values
- ▶ The company's products and services
- ▶ The company's big wins and awards in the news

Most of these should be posted on the company's website, but in some cases you'll need to dig deeper to find this information by searching for media coverage on the company or asking someone who currently works there. Subtly incorporate a couple of these details into your conversation during the interview—when appropriate—to show that you care enough about the company and the job to do thorough research!

2.

What you need to expect

- ▶ **To relate your skills and experience to winning in the role**

If the job description and requirements are posted online, read them carefully, then list specific ways your skills and experience meet or exceed those expectations.

- ▶ **To answer questions**

This one's a given. But it's important to know what kinds of questions you'll be asked.

HERE ARE SOME COMMON INTERVIEW QUESTIONS:

- ✔ Why do you want to work for us?
- ✔ What do you know about our company/this role?
- ✔ Why did you leave your previous job (or why do you want to leave your current job)?
- ✔ What are your biggest strengths and weaknesses?

WANT TO GO DEEPER? ▼

The [Get Hired Digital Course](#) will give you even more advice, including a video lesson on how to prepare for the interview like a pro and leave an impression that will last.

3.

How you need to dress

Wardrobe can be a big decision-maker in hiring! And the way you dress and act can seal someone's first impression the second you walk through the door.

- ▶ **Don't look wrinkled or outdated.** If it's been a few years since your last job interview, it might be time to invest in a crisp, new interview outfit. You'll make a great first impression, and you'll feel more confident. Of course, don't go into debt for this—bargain shop if you need to, and remember that name brand items aren't important as long as you look professional.
- ▶ **Dress in accordance with the company's dress code.** If you can't access these details, or if all the employees wear uniforms, classic business attire is always a safe bet for your interview. It's better to be overdressed than underdressed!
- ▶ Unless you're interviewing for a position in high fashion, **stay away from super-trendy, loud outfits.** Make sure to draw the connection between your values and the work they do every day.

4.

How you need to act

Your facial expressions and body language speak for you before you even open your mouth, so be conscious of the nonverbal messages you could be sending!

HERE ARE SOME GREAT TIPS:

- ✔ Make and keep good eye contact (but don't stare into your interviewer's soul).
- ✔ Maintain good posture.
- ✔ Don't cross your arms or legs—it can make you seem closed off.
- ✔ Smile (but keep it natural, not frozen or stiff).
- ✔ Express gratitude at the beginning and end of the interview.

WANT TO GO DEEPER? ▼

The [Get Hired Digital Course](#) includes a video lesson on how to create genuine connections, plus a bonus lesson on making the most of your networking and interpersonal skills.

5. What you need to ask

I've talked with many leaders who've been surprised—even frustrated—with candidates who, when given the opportunity to ask questions in the interview, shake their head and say, "Not really. I think I'm good!" They may feel good about their performance, but that's not a good answer or a good strategy.

▶▶ **Ask questions early on and throughout the interview. Your questions are not just for information—they're opportunities to impress.**

Ask for connection.

To break the ice, make the interview a conversation. Just use common sense and don't ask anything that's too personal!

Questions to ask the hiring manager:

- ✓ How long have you been with the company?
- ✓ How did you get here?
- ✓ What is your leadership and/or communication style?
- ✓ What do you enjoy most about your work?

Ask about fit.

The interview is a two-way street, and you want to make sure this is where you want to be.

Questions to ask the hiring manager:

- ✓ What types of people win here?
- ✓ What types of people have failed here?
- ✓ What is the company culture like?

Ask for clarification.

It's important that you're clear on what the role is and what will be expected.

Questions to ask the hiring manager:

- ✓ What are the key areas of responsibility?
- ✓ How does this role help the team win?
- ✓ How will my performance be measured?

Ask for the job.

When you get the answers to your questions and you feel great about the role, don't overlook one last important question. Ask for the job! It's a great way to show self-confidence and enthusiasm while leaving the ball in the hiring manager's court. Again, you'll need to use common sense and gauge your interviewer's tone and level of interest.

Here are some classy (and professional) ways to ask:

- ✓ Are there any ways I can help you determine that I'm a good fit?
- ✓ Are there any questions I haven't answered?
- ✓ What is the next step in the hiring process?



CLOSING THOUGHTS

Finally, take a deep breath and don't let the process intimidate you. Embrace it! If you follow these guidelines, you'll be well on your way to the best interview of your life and one step closer to living the dream!

For a deep dive into the strategies that will get you hired, check out the [*Get Hired Digital Course*](#). It will show you how to use your talents, passions and mission to make progress, and give you the tools to ace every part of the hiring process—like writing a killer cover letter and a resumé that gets noticed. This course will help you identify and overcome common obstacles of the job search, and you'll walk away with the career confidence you need.