

Contents at a Glance

<i>Introduction</i>	1
<i>Part I: And the Interview Winner Is . . . You!</i>	9
Chapter 1: Job Interviews Are Reality Shows. Really!.....	11
Chapter 2: Tailoring Your Qualifications for Targeted Job Interviews	33
Chapter 3: Going Wireless for Your Interview	41
Chapter 4: Interviewing on the World Stage	57
Chapter 5: A Chorus Line of Interviews by Type.....	63
<i>Part II: Backstage Researching and Rehearsing</i>	83
Chapter 6: Research is Your Ticket Inside	85
Chapter 7: Your Close-Up: Personality Tests	95
Chapter 8: Showing You the Money	107
Chapter 9: Costuming Yourself for a Starring Role	127
Chapter 10: Overcoming Stage Fright: Rehearse, Rehearse, and Rehearse.....	139
Chapter 11: Looking Good With Questions You Ask.....	147
Chapter 12: Outlining Interview Scenarios You Can Expect	153
Chapter 13: Closing the Show	163
Chapter 14: When You're Offered the Part.....	175
<i>Part III: Actors' Studio: Casting Your Character</i>	183
Chapter 15: From iPods and Texting to Jobs and Paychecks	185
Chapter 16: Tips and Scripts That Sell a Switch.....	193
Chapter 17: Spotlighting Prime-Timers over 50	201
<i>Part IV: Lights, Camera, Talk! Answering Questions</i>	211
Chapter 18: What Can You Tell Me about Yourself?.....	213
Chapter 19: What Do You Know about This Job and Our Company?	229
Chapter 20: What Are Your Skills and Competencies?	235
Chapter 21: How Does Your Experience Help Us?.....	243
Chapter 22: What Education Do You Have?	251
Chapter 23: What about Your Special Situation?.....	263
Chapter 24: How Should You Answer an Inappropriate Question?	279

<i>Part V: The Part of Tens</i>	287
Chapter 25: Ten Tips to Avoid Wretched Reviews	289
Chapter 26: Tens of Lines on the Cutting Room Floor	293
Chapter 27: Ten Interviewer Personality Types	297
<i>Index</i>	303

Table of Contents

.....

<i>Introduction</i>	1
What Is a ShowStopper in Job Interviewing?	1
About This Book.....	2
Conventions Used in This Book	2
Terms Used in This Book	3
Foolish Assumptions	3
How This Book Is Organized.....	4
Part I: And the Interview Winner Is . . . You!	4
Part II: Backstage Researching and Rehearsing	5
Part III: Actors' Studio: Casting Your Character	5
Part IV: Lights, Camera, Talk! Answering Questions	5
Part V: The Part of Tens.....	5
Icons Used in This Book.....	6
Where to Go from Here.....	6

Part I: And the Interview Winner Is . . . You! **9**

Chapter 1: Job Interviews Are Reality Shows. Really! **11**

Interviewing Is Theater	12
Why “Be Yourself” Can Be Poor Advice	13
Your role: Job seeker.....	13
Outtake: Forget about being “natural”	14
New Faces, New Factors in Interviewing.....	14
Expect new kinds of interviewers	15
Watch for new calls for a fast start	15
Find out about the new way to meet	15
Focus on fitting in.....	16
Cut out the loyalty oath.....	17
Revisit the dramatic pause	17
Polish your storytelling skills	18
Learn new lines for small-business jobs.....	18
Get ready for the global job interview.....	19
Ten Concepts to Make You a Star.....	19
Amplify your preparation for top billing.....	20
Distinguish screening from selection interviews	20
Verify early what they want and show how you deliver	21
Connect all of your qualifications with a job’s requirements	21
Master a one-to-two-minute commercial about yourself	22
Seal the deal with a branding brief	22
Win two thumbs up from the hiring manager and you’re in!.....	23
Allow interviewer to direct the improv	24



- Show sensitivity for the hiring manager's dislike of interviewing24
- Try not to talk money until you know they want you24
- Take Home an Oscar from Any Interview25
 - Sing "I really, really like you!"25
 - Style your body language25
 - Be a treat: Act upbeat26
 - Start your interview off on the right foot26
 - Remember that you have a speaking part27
 - Agree to take pre-employment tests27
 - Flesh out your story beyond a college degree27
 - Bring a pen and notebook with you28
 - Keep your ears up and your eyes open28
- When Interviewers Chase You30
- Building Lifetime Confidence31

Chapter 2: Tailoring Your Qualifications for Targeted Job Interviews 33

- Connecting the Dots: Showing You're the Right One34
- Presenting Your Qualifications in a Targeted Interview35
 - Hunt for Red Demon: The screenplay35
 - Telling your qualifications tale, again and again38
- Making Up for Missing Qualifications39

Chapter 3: Going Wireless for Your Interview 41

- Can You See Me Now?43
 - What is a video interview?44
 - The gamut of video interviews44
 - What's video's upside? Downside?45
 - Making an on-camera impression46
- Rock the Video Interview47
 - Before the interview47
 - During the interview49
- When You're on the Phone50
 - Hold the phone51
 - Keep your phone well stocked51
 - Make phone appointments52
 - Project a winning image52
- Which Way to the Future?54
 - Have your avatar talk to my avatar54
 - Holy hologram: I see right through you54
 - Don't dare lie: Your mind is an open book55

Chapter 4: Interviewing on the World Stage 57

- Changing the Global Interviewing Game57
- Looking at Remaining Cultural Norms58
- Interviewing Across Cultures59

Tracking Down Country Research	60
International Web sites	60
International social networking	61
Preparing for the Global Job Interview	62
Chapter 5: A Chorus Line of Interviews by Type	63
Mastering Interviews by Objective.....	63
Screening interview.....	64
Selection interview.....	65
Combination interview	67
Promotion interview	67
Recruiter courtesy interview.....	68
Recruiter general screening interview	68
Recruiter search interview.....	69
Second interview	70
Mastering Interviews by Interviewer.....	70
One-to-one interview.....	71
Group interview.....	71
Serial interview	72
Mastering Interviews by Technique	72
Behavior-based interview	73
Directive interview.....	75
Nondirective interview	76
Stress interview	77
Mastering Interviews at Remote Locations	78
Mealtime interview.....	78
On-campus interview	80
Job fair interview.....	80
What's Playing at the Roxy?.....	82
 <i>Part II: Backstage Researching and Rehearsing</i>	<i>83</i>
Chapter 6: Research Is Your Ticket Inside	85
Here's What Computers Tell Us.....	86
Asking Questions about Potential Employers	87
Size and growth patterns.....	87
Direction and planning	87
Products or services	88
Competitive profile.....	88
Culture and reputation	88
Company history	89
Company financials	90
Ready, Aim, Fact-Find	90
Preparation Makes You a Headliner	94

Chapter 7: Your Close-Up: Personality Tests95
Personality Testing Is Serious Business	96
What You Might Not Know about Personality Tests	97
Asking questions before the test	97
Anyone can write a personality test, but is it validated?	98
Finding out what a test measures	98
Who's most likely to use tests	99
Your civil rights in testing	99
Peeking into privacy issues	100
Making the Grade on Job Tests	101
Visualize yourself fitting in	101
Watch for combination tests	102
Beware of absolutes	102
Choose answers suggesting positive traits	102
Avoid answers suggesting negative traits	103
Be alert to replayed questions	103
Anticipate integrity test questions	103
Take a lot of practice personality tests	104
Sample Personality Questions	105
Keep On Keeping On	106
Chapter 8: Showing You the Money107
Recruiters and Their Talking Points	108
Tactics meant to sell low offers	108
Recruiter comebacks when you stick up for yourself	109
New thinking for new times	110
Discovering Market Pay Rates	111
Finding salary information online	111
Handling salary boxes in online applications	111
Negotiating in the Moment	113
Giving and taking at the right times	113
Why salary questions come early	116
Stalling Money Talk with Smart Replies	117
Downplaying a Low Salary History	119
Considering More Factors That Affect Job Pay	119
Getting Your Worth's Money	120
Find a home in the range	120
Plot your salary history carefully	121
Stonewalled? Try to upgrade the job	122
Use dramatic silences	123
Words of last resort	123
No flexibility? Make creative suggestions	124
The Magic of Market Value	124
Chapter 9: Costuming Yourself for a Starring Role127
Three Commandments of Style	128
Dress to fit the job and the job's culture	128
Think of interviewing attire as a costume	129
"Look the part, and the part plays itself"	129

Following Today's More-Relaxed Dress Code.....	130
Running Down Four Basic Categories of Work Wear	131
Taking the conservative approach.....	132
Choosing business casual	134
Aiming for casual wear	136
Heading for Fashion Frontiers	136
Guessing at Tomorrow's Styles	137

Chapter 10: Overcoming Stage Fright: Rehearse, Rehearse, and Rehearse139

Beating Stage Fright to Pitch Better, Sell Faster, and Ace More Interviews	139
More Techniques to Stop Stressing Out.....	141
Practicing with a Video Camera	142
Stage Directions for All Players	143
Anticipating Interview Trapdoors.....	144
Disruptions.....	144
Silent treatment	144
Take One . . . Take Two . . . Take Three . . .	144

Chapter 11: Looking Good with Questions You Ask147

Asking Selling Questions before the Offer	147
Asking Self-Interest Questions after the Offer	149
Drawing Out Hidden Objections	150
Asking Certain Questions Very Carefully	151
Ending Suspense by Asking the Right Question	152

Chapter 12: Outlining Interview Scenarios You Can Expect153

The Day Before	153
ShowStoppers	153
Clunkers and bloopers.....	154
Critic's review	154
Opening the Interview	154
ShowStoppers	154
Clunkers and bloopers.....	155
Critic's review	155
During the Interview.....	156
ShowStoppers	156
Clunkers and bloopers.....	157
Critic's review	157
Sizing Up Audience Reaction	157
ShowStoppers	158
Clunkers and bloopers.....	158
Critic's review	159
Ending the Interview.....	159
ShowStoppers	159
Clunkers and bloopers.....	160
Critic's review	160

After the Interview	161
ShowStoppers	161
Clunkers and bloopers.....	161
Critic's review	161
Pre-Interview Checklist	162
Chapter 13: Closing the Show	163
Making a Strategic Exit	164
Your parting sales pitch	164
Leaving the door open.....	165
How Aggressive Should You Be?	166
Follow Up or Fall Behind	166
Letters.....	167
E-mail.....	170
Telephone calls.....	170
Reminding your references	171
Your After-Interview Checklist	172
Onward and Upward.....	173
Chapter 14: When You're Offered the Part	175
Don't Say Yes Right Away.....	175
Stick to Your Career Script?.....	176
To Accept or Not to Accept	177
Is the job itself a good one?	177
Is the company a good choice?	178
Is the pay enough?	179
Pre-Employment Contracts Promise Protection for Everyone	180
Last Chance to Back Out.....	181
<i>Part III: Actors' Studio: Casting Your Character.....</i>	183
Chapter 15: From iPods and Texting to Jobs and Paychecks	185
Peering into the Eye of the Inter-Generational Storm	185
Finding Yourself in Demand Despite Shortcomings	187
Facing Presumptions of Millennials' Work Ethic.....	187
Tips for Millennial Rookies	188
Scripts for Millennial Newbies.....	189
Good Times and Your Future.....	191
Chapter 16: Tips and Scripts That Sell a Switch	193
Remembering Career Change Basics	193
Eyeing the Best Career-Change Tips.....	195
Leveraging Crossover Skills for Change.....	196
Say What? Say This When You're in Change Mode.....	198
More Funny Things That Shouldn't Happen on Your Way to Anywhere	200

Chapter 17: Spotlighting Prime-Timers over 50	201
Showing You Improve with Age	202
Age and job performance	202
Age and money	202
Age and attitude	203
Outing the Elephant: Addressing Age Concerns	204
Overcoming the Overqualified Label	205
Top Hints for Prime-Timers	207
Keep Your Career Fit and Stay Out of Corners	209

Part IV: Lights, Camera, Talk! Answering Questions211

Chapter 18: What Can You Tell Me about Yourself?	213
Answering a Very Broad Question Specifically	213
Shading your answers packs a punch	215
Narrow the question	215
Write Your Marketing Pitch.....	216
Sample Personal Commercials	217
The Questions	218

Chapter 19: What Do You Know about This Job and Our Company?	229
Understand Job, Company, Industry — and How They All Fit Together	229
The Questions	230

Chapter 20: What Are Your Skills and Competencies?	235
Recognizing Questions about Your Skills.....	236
Answering Questions about Your Skills	237
The Questions	238

Chapter 21: How Does Your Experience Help Us?	243
Make Your Experience Relevant.....	243
The Questions	244

Chapter 22: What Education Do You Have?	251
When You Are Degree-less	251
Talking around an education obstacle.....	252
Heading back to school	252
Boomers: High on Adaptability	253
The Questions	254
Millennials: High on Education, Low on Experience	256
The Questions	256

Chapter 23: What about Your Special Situation?	263
When You've Long Been in the Same Job	264
When You've Served Prison Time	265

When You're Shoved out the Door.....	266
When Sexual Orientation Is up for Discussion.....	268
When You've Worked Everywhere.....	271
When Gaps Shred Your History.....	272
When You're Demoted a Notch.....	273
When People in Recovery Interview.....	274
When Women Are Put on the Spot.....	275
When Disabilities Are up for Disclosure.....	277
Chapter 24: How Should You Answer an Inappropriate Question?	279
Defining Illegal Questions.....	281
Why Interviewers Ask Inappropriate Questions.....	281
Redirect Inappropriate Questions.....	282
Inappropriate and Illegal Questions.....	283
Part V: The Part of Tens	287
Chapter 25: Ten Tips to Avoid Wretched Reviews	289
Bring Storytelling into Prime Time.....	289
Go In Knowing Your Lines.....	290
Leave the Begging to Others.....	290
Share the Stage with Dignity.....	290
Remember How a Star Is Born.....	290
Avoid Ad Libbing Ad Infinitum.....	291
Keep in Mind That "Friends" Is a Television Show.....	291
Know That Faulty Assumptions Equal Faulty Interviewing.....	291
Keep Emotions out of the Interview.....	292
Ask Questions That Show You Care Where You Go.....	292
Chapter 26: Tens of Lines on the Cutting Room Floor	293
From the Time Machine: News You Can't Use.....	293
Chapter 27: Ten Interviewer Personality Types	297
Achieveus Youngius (Young Achiever).....	297
Businessius Serious (Serious Businessperson).....	298
Bossus Potentialius (Potential Boss).....	298
Contemplativius Coldius (Cold Contemplator).....	299
Fuzzius Warmus (Warm Fuzzies Person).....	299
Interviewus Incompetus (Incompetent Interviewer).....	300
Intimidatus Serious (Serious Intimidator).....	300
Recruiterus Professionalus (Professional Recruiter).....	300
Talkus Alotus (Person Talks a Lot).....	301
Technicus Strictus (Strictly Technical Person).....	301
Too Muchus of a Good Thing?.....	302
Index.....	303