Career Days
Interviewing Strategies
Objectives

• Understand what an employer is evaluating in an interview
• Learn what research to conduct before an interview
• Discuss how to answer common interview questions
• Review interviewing etiquette
Interview Objectives

• You want a job, the employer needs the right person to fill a position
• The initial interview is an opportunity for screening
• It is a two-way process
• Your goals
  • Convince employer you are a good fit
  • Show you took time to research
  • Prove you’re qualified for the job
What the Employer is Evaluating

• Communication and interpersonal skills
• Intelligence
• Enthusiasm
• Flexibility
• Leadership
• Maturity
• Skill
Interview Preparation and Execution

• Before the interview
  • Research the companies
  • Research yourself
  • Formulate an interview strategy
  • Review potential questions

• Dress and act the part
  • Follow up
Research the Companies

- General and employment issues
  - Products, services, unique offerings
  - Competitors
  - Mission and culture
  - Opportunities for advancement

- Where to find information
  - Corporate website
  - Industry and business literature
Research Yourself

• Know your resume!
• Tidy up your online image
• Gathering information on yourself
  • Strengths and weaknesses
  • Why you chose to go into pharmacy
  • Challenges you have faced and how you dealt with them
  • Extracurricular involvement
  • What makes you unique
Assimilate the Information

• Develop an interview strategy
  • List the skills, experiences and characteristics of a great candidate for that job
  • Write down examples of times you have demonstrated things on that list

• Rehearse
  • Role play with a peer
Potential Questions

“Tell me about yourself”

• Develop a one minute commercial
• This is your opportunity to steer the interview
  • Items you are best prepared to discuss
  • Interviewer likely to ask questions about these, and not random, topics
  • Reduces stress for all by providing topics for discussion
Potential Questions

“What are your greatest strengths?”
• Skill or personal quality
• Must be relevant to job success
• Give a specific example, not a generalization

“What are your greatest weaknesses?”
• Shows self-awareness, maturity and responsibility
• Don’t choose one critical to the job
• What have you done to overcome it?
Potential Questions

“Tell me about a time…” or “Describe a situation…”
  • Termed Behavioral Interviewing

• Use the STAR technique
  • Situation or Task
  • Action you took
  • Results you achieved
Potential Questions

“What questions do you have for me?”

• ALWAYS have questions ready!
• Avoid those which could be answered by company literature
• Topics
  • Typical workday
  • Employee evaluations and development
  • Company goals, upcoming projects, threats
  • Personal opinions
Interview Day

- Look professional
- What to bring
  - Carry a portfolio, not a backpack
  - Lots of resumes
  - Pen and paper for making notes
- Arrive early
- Turn off your cell phone
- Interact with everyone as if they were your interviewer
In the Interview

• Be positive!
• Establish rapport
  • Let the interviewer set the tone
• Relaxed body language
• Answer questions slowly and after a pause
• Ask questions
• Do not bring up money
• Get the interviewer’s card
The Thank You Note

• Why write one?
  • It’s gracious
  • Brings attention to yourself
  • Sets the stage for continuing relationship

• Contents
  • Attention grabber
  • Expand upon a topic you discussed
  • Reinforce your credentials
  • Conclude by restating your appreciation
Take Home Points

• Interviewing is a two-way process
• Research thoroughly before the interview
• Be prepared to market yourself
• In the interview: you are positive, relaxed, thoughtful
• Always follow-up
• Approach the interview as if starting a relationship, not as a one-time event
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