

INTERVIEWING: HOW YOU CAN TALK YOUR WAY INTO GETTING THE JOB OFFER

Q. What's the single most essential strategy that interviewees should keep in mind during a job interview?

You shouldn't appear to be self-centered, so don't talk *too much* about yourself. Be brief in answering the interviewer's questions about your background. Then turn the conversation around and ask, "*Where would you like to see the organization, three years from now?*" Let the interviewer talk. Next, ask, "*What impediments do you see that might hinder that from happening?*"

This gains you two key benefits. First, it shows that you value the interviewer's opinions and insights. So right away, in his/her view, you must be smart. And second, it gives you a chance to tell how your experience and abilities would fit ... and that you are *'just what the doctor ordered!'*

Every organization is trying to get somewhere. *Focusing on facts about your qualifications is not as important as creating a sense that hiring you will be the right move toward reaching whatever the company's goal is.* Now you can show how you can help solve the problems that s/he tends to face; or even better *prevent those kinds of problems.* You have the opportunity to persuade the interviewer that hiring you will make him/her look good to the 'higher ups'!

Q. How might I apply the concept of discovering people's true motivations?

One thing the latest neuroscience tells us is that people make decisions based on emotion, and then come up with explanations after the fact that seem "reasonable." So therefore, you want to connect with the interviewer on that level of feeling. In marketing, this is called "**laddering**." It's about showing people how to feel the way they would like to feel.

If I wanted to sell faster Internet service, for example, I'd show an ad where someone uses faster Internet speeds to get more done and feel more successful or even more powerful. It's about taking a fact—faster Internet—and raising it to the level of an emotion.

One way to do this in a job interview is to ask about the people who have already been hired there—not their credentials, but what kind of people they are, their personalities, their work style. You're looking for traits that don't necessarily have anything to do with a formal job description. The idea is to find out the kind of person the interviewer wants to work with, day-to-day, and come across as that person. (... *or determine that this job is NOT for you.*)

Q. Isn't that what's usually called "cultural fit."

It is — and it influences interviewers more than anything you could put on a résumé. Incidentally, an interviewer will instantly, *in the blink of an eye*, pick up on whether or not you like him or her. And liking, or disliking, is mutual. Will Rogers famously said, "I never met a man I didn't like," and it made him one heck of a salesman.

So, you can give yourself an edge before you even go in for an interview, by researching the people you'll be meeting, if you know who they will be. Look them up on social media, find out a bit about their backgrounds and their interests.

This is hard to fake, but if you can develop a genuine liking for these people before the interview, you're already halfway hired.

Career Strategist Mark Berkowitz is the owner and President of **CAREER DEVELOPMENT RESOURCES**, LLC. Changing lives and revolutionizing careers since 1985, Mark provides one-on-one career consulting services, résumé building assistance and guidance to help each client achieve not only job advancement, but lasting and meaningful success in their career path as well. A distinguished figure in his field, Berkowitz is one of the top career builders in the country and has been quoted in nearly two dozen books and publications on the topic of career advancement.

Passionate about empowering others to realize their dreams, Mark served as an executive board member of the PROFESSIONAL ASSN. OF RÉSUMÉ WRITERS & CAREER COACHES. He has been helping clients successfully advance in, and/or change their careers for over 36 years. With a Master's Degree in Career Development and four specialized certifications ([National Certified Career Counselor](#), [Certified Professional Résumé Writer](#), [Int'l Certified Job & Career Transition Coach](#), and [Certified Employment Interview Professional](#)), he is uniquely qualified to help you improve your career situation. A recognized expert in the field, he had not only taught in Graduate Schools and led workshops and seminars, but also trained other counselors. Mark served as chairman of the Certification Board for the Professional Assn. of Résumé Writers and Career Coaches and was a founding member of the Career Management Alliance (fkn Career Masters Institute). Additionally, he has shared his expertise in effectively utilizing career assessment tools with graduate counseling students from Fordham University, helping to prepare them for their future counseling careers.

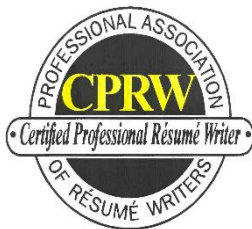
Mark connects with clients locally as well as international clients via the internet. He also provides outreach to high school and college students, presenting career planning and job search strategy workshops.

- Highly regarded with résumés, cover letters, and interview strategies showcased in nearly two dozen books.
- Enjoys an INTERNATIONAL REPUTATION as a “Résumé Guru” by members of the Professional Assn. of Résumé Writers and Career Coaches.

He has been spotlighted on WCBS television in “*Acing The Interview*” and has been named as the “*Professional of the Year 2024*” by the **PODCAST BUSINESS NEWS NETWORK**.



Berkowitz has been recognized as “... *one of the leading résumé writers in the U.S. today*” in Professional Résumés for Executives, Managers, and Other Administrators. Wendy Enelow, President of the Career Masters Institute has acknowledged Mark as “... *one of the most talented career counselors I have ever met.*”



You can contact him at 1+ (910) 833-5013 or cardevres1@gmail.com to find out how he can assist you in launching your career into a higher orbit.

*See how you can benefit from professional expertise
instead of suffering from your career mistakes.*

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