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# MyNewJobHunt

Guerrilla Marketing  
Job Interview Strategy  
&  
Tactics

By David E. Perry

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# Congratulations

## **You're HIRED!**

Almost. Listen up! If you've been asked to come in for an interview by an employer it's because they want to hire YOU!

Now, you and you alone are responsible for convincing them that they're right. That hiring you, is a great career decision for THEM. That'll they score the corner office because you'll do so well, you'll make them look like be because they hired you.

Think about it. The employer obviously has a problem they need solved. They think you can do that. They are most certainly going to hire someone to help them. You can make sure it's you – IF – you understand the 1st Law of Interview Strategy

## WIFM

### **First Law of Interview Strategy**

The First Law of Interview Strategy is WIFM: **What's in It For Me**. An employer, like anyone who buys anything only does so when there's something in it for him or her. It's not that you're not a nice person or great at your job, you're just not relevant to them - until they decide you are. Remember the last time some kids came by your door selling cookies, or raffle tickets anything for that matter? Did you buy? Every time? Probably not. Not unless you wanted what they were selling. [If I've just offended you, I'm sorry. That wasn't my intent.] I want you to remember that as a job hunter you're selling your services to the employer. Employers aren't going to hire you because you t[If I've just offended you, I'm sorry. That wasn't my intent. I want you to remember that as a job hunter you're selling your services to the employer]. Hem to. They will only hire you if it will benefit them in some way to do so.

All of us – me, you, your prospects all have the same “song” playing over-and-over in the heads WIFM. To be effective you need to get inside your prospect's head and

figure out what they want to hear AND then BELT it out. If someone's a rock'n roll fan you'll never get him or her to listen to country. If you want them to listen to you --- you better play rock!

Now, the good news. I'm going to tell you exactly how to know what they want to hear – rock, country, soul, blues or whatever. Now the better news. You already have the interview – so they think you're a fit already. This guide will explain how to map your experience to their requirements.

It's particularly important to know who you're talking to and what they want to know so that you can focus your answers effectively around their areas of interest. You need to make it your business to understand what your prospects want.

## Interview Strategy Know the Employer's Expectations

The question you're probably asking yourself right about now is, "Well, what DO they want?" Here's where you need to ask two important questions:

1. *What motivates the prospects I want to work with?*
2. *What factors are most important to them?*

During your interviews you will meet four general groups of decision makers. Each group has You must focus on a different strategy and agenda for each group. The groups are:

1. Senior executives
2. Hiring managers
3. Human resource managers
4. Corporate recruiters

### ***Senior Executives***

Even if you are not seeking a senior executive role, you should understand what executives look for in candidates. This will help you position your strengths and accomplishments accordingly. One of the first things executives look for is accomplishments. They want to see what you have done over a period of time, but they are more interested in recent accomplishments. Most importantly they need to know how your accomplishments will benefit them, even before they grant an interview to you.

Executives also look for:

- ***Outstanding leadership qualities:*** A demonstrated ability to create and communicate a vision and then build a team to carry it out
- ***Honesty and integrity:*** A well-principled person whom people trust and who can
  - build shared values throughout the organization



- ***Flexibility in understanding different points of view:*** A person with the ability to see the big picture, and be able to appreciate how different jobs relate to each other
- ***Confidence:*** People with knowledge of an organization's future goals and how to achieve these goals
- ***Intellectual capacity:*** The ability to make quick, solid decisions in tough competitive environments
- ***Positive aggressiveness:*** Someone who can challenge the status quo and take risks
- ***Strong Analytical Skills:*** Provide you with the ability to assess decisions from different points of view, make intelligent final decisions, and move forward confidently.
- ***Intensity:*** The capacity to create a deep level of trust among their staff and create an energy-charged, enthusiastic environment
- ***Passion:*** An unrelenting drive to leave a positive mark on the organization that is not driven by money or power
- ***Work ethic:*** A warrior like resiliency that allows you to persevere, no matter how difficult the task
- ***Dynamic Personality:*** Expresses a creative, productive, and hardworking personality.

## ***Hiring Managers***

The hiring manager is your future boss. They are the people you will work for directly. Their interests are in what is specific to their area of the business. They want to know what you and your accomplishments can do for them personally.

Here's what else hiring managers may look for:

### **Technical Competencies**

*Technical competencies are required functional and technical knowledge skills specific to the job. Hiring managers look for candidates to demonstrate active interest and ability to enhance and apply new functional skills.*

- **Software and program knowledge:** The candidate's ability to use various types of software and programs.

## Non Technical Competencies

*Non-technical competencies are often referred to as 'soft skills'. Skills such as communication, team-working, planning, resource management and decision-making, are used integrally with technical knowledge.*

- **Proactive:** Do you embody a forward-thinking, proactive mind-set beyond the person's immediate function?
- **Communication skills:** Do you communicate well others?
- **Focus on results:** Can you recruit a quality subordinate team and get them working together, to generate high levels of performance?
- **Smart:** Do you have a strong intellect, coupled with pragmatism and pure common sense?

## Business Intelligence

*Business Intelligence refers to the ability to increase the competitive advantage of a business by making intelligent decisions based on data.*

- **Budget conscious:** Do you understand the critical importance of cash? Do you watch expenditures as an entrepreneur would, or simply spend knowing your paycheck and benefits will come, no matter what?
- **Judgment:** Do you have the ability to deal with novel and complex situations where there is no history or road map?
- **Customer focused:** Do you understand how the industry and marketplace work?

- **Metric driven:** Do you understand and use key performance metrics to assess the present state of business and prescribe a course of action?

## Emotional Intelligence

*Emotional Intelligence is the capacity for recognizing our own feelings and those of others. It is the ability to motivate ourselves, and manage emotions well in ourselves and others.*

- **Persistence:** Can you drive programs to successful fruition? Are you highly self-motivated?
- **Empathy:** Do you have the ability to connect with employees and customers? Are you able to manage your feelings and impulses?
- **Stamina:** Do you demonstrate a built-in unrelenting drive to succeed?
- **Team Player:** Can you be counted and relied on to do your part of the work? Can you complete tasks and work cooperatively with others?

## **Human Resources Department**

Human Resources (HR) has concerns that go beyond those of hiring managers and executives. The key to good hiring is selecting the right candidate that has the qualifications for the position and fits the company culture. Human resources will be interested in your overall fit with the company's core values and culture—your relationship intelligence. The people in HR look for the following attributes:

**A fit with the next job:** How easily can you move up as the company grows? HR will consider your qualifications for the next job because an upwardly mobile person eases their burden for succession planning and improves their department's return on investment (ROI).

**Ability to fill a gap in the management mix:** Good coaches know their relative offensive and defensive strengths and make trades accordingly. Likewise, smart HR

managers understand their organization's strengths and weaknesses and will seek to complement, not replicate them.

## ***Corporate Recruiters***

A corporate recruiter provides service to job applicants by recruiting, interviewing, and recommending candidates for job placement. They are responsible for learning the position requirements, sourcing for qualified candidates, and conducting interviews. In addition, they may also negotiate compensation packages and extend employment offers. Usually, they are a company's internal recruiters, junior members of the HR team. If you respond to a newspaper ad or job posting, a recruiter will be the first person to determine if you are qualified. I'm sure your thinking it is ironic that the company's least qualified employee is responsible for acquiring its human capital assets.

Recruiters usually do not receive any training and have to find out for themselves what is required of a position. They have to compare candidates against a list of stipulated skills or abilities. If you have the exact skills, they are looking for you make the call list. They have a lot to lose professionally by recommending someone who is not qualified, so they usually do not take chances. They don't read between the lines you have to state information clearly for them. Below are some things corporate recruiters look for:

- ***Customize your inquiry:*** Tailor your response to the job advertisement
- ***Work experience:*** Tell them how your experience fits their opportunity.
- ***Goals:*** State your short- and long-term goals and ensure they are reasonably in line with the opportunities for advancement
- ***Communication skills:*** Written and verbal communication skills are becoming increasingly critical as the global marketplace evolves. Demonstrate your ability to listen effectively, verbalize thoughts clearly, and express yourself confidently.
- ***Knowledge of the company:*** Recruiters expect you to be as enthusiastic about the company as they probably still are. Make sure you read everything on the

company's web site. Don't waste their time by asking questions you should already know the answers to.

- **Personality:** Chemistry and cultural fit between you and your coworkers is critical. Find out what the company looks for in a new hire. If possible, call someone who works there.
- **Image:** Junior people are easily impressed by an appropriate ensemble, so dress for the part you want, not the one you currently have. They'll mentally compare you to their image of the group you'll be working with. When in doubt, overdress two levels above business casual.

## **The Interview Minefield**

The most common way people gain entry to a company is through an ad or referral. The corporate recruiter, as mentioned, doesn't understand your true potential, and has the most to lose by recommending you so their natural tendency will be to do nothing. During an interview, the primary goal of the employer is to obtain information about you to assist in selecting the best qualified applicant. A good employer will prepare and plan for each interview based on the information they already have on the candidate – the resume.

Traditional job-hunting methods will expose you to a minefield filled with explosives. As you advance each successive level up the chain of command toward the final decision maker, you risk elimination. After the company finally does make you an offer, it will be subject to an excruciatingly detailed reference checks and yet another opportunity for you to be eliminated.

For most job-hunters, interviewing looks like this:

*Recruiter › Human Resources › Hiring Manager › Executive › Job Offer*

The lower down the chain of command you begin, the more people who have to approve the decision to hire you, which means you have to clear more hurdles to land the job. Luckily, the opposite is also true.

## ***Navigating the Minefield***

You can get around the mines with the right tactics. As a guerrilla, you've been trained to attack weak points. The higher up in the organization you begin, the fewer people you need to satisfy, and the closer you'll be to an offer.

Executives have a macro view of the industry, of their business, and of the skill set a candidate needs to succeed. They want to know what you're capable of doing for them in the future than in hearing your life story. Executives, because of their extensive experience, tend to make quick gut-level decisions. You should always aim to begin your job-hunting in the executive suite.

Guerrilla interviewing looks like this:

***Executive › Job Offer***

Or in the worst-case scenario, this:

***Executive › Hiring Manager › Job Offer***

When you start at the top, you can get an offer without meeting anyone else.

People at the top – Executives - have the power to hire you immediately. They are also continuously “talent hunting” for the whole company. When an executive passes your resume down to a hiring manager with a note saying, “get a hold of this candidate” or “looks good,” it's much easier to get an offer. If you think it is that simple you have a lot to learn! Headhunters work with senior executives because they can make decisions quickly and efficiently.

## ***Focus on The Employer's Goals***

As a guerrilla job hunter, you need to focus on the employer's goals. During an interview, you are selling elements of your background, skills, and personality that can make a significant contribution to the company.

During the interview, employers try to identify many general qualities important to their organizations. They want to determine if you have specific qualities, they and they want to see how others in the organization respond to you and if you fit their