

## 7. The Secret to Interview Success

Assuming you're qualified for the job, the outcome of your employment interview will be dependent on your ability to discover needs and empathize with the interviewer.

You can do this by asking questions that verify your understanding of what the interviewer has just said, without editorializing or expressing an opinion. By establishing empathy in this manner, you'll be in a better position to freely exchange ideas, and demonstrate your suitability for the job.

In addition to empathy, there are four other intangible fundamentals to a successful interview. These intangibles will influence the way your personality is perceived, and will affect the degree of rapport, or personal chemistry you'll share with the employer. They are:

Enthusiasm. Leave no doubt as to your level of interest in the job. You may think it's unnecessary to do this, but employers often choose the more enthusiastic candidate in the case of a two-way tie. Besides, it's best to keep your options open. Wouldn't you rather be in a position to turn down an offer, than have a prospective job evaporate from your grasp by giving a lethargic interview?

Technical interest. Employers look for people who love what they do, and get excited by the prospect of tearing into the nitty-gritty of the job.

Confidence. No one likes a braggart, but the candidate who's sure of his or her abilities will almost certainly be more favorably received.

Intensity. The last thing you want to do is come across as "flat" in your interview. There's nothing inherently wrong with being a laid back person; but sleepwalkers rarely get hired.

Most employers are aware of how stressful it can be to interview for a new position, and will do everything they can to put you at ease.

### **Other Important Factors**

Since interviewing also involves the exchange of tangible information, always make sure to present your background in a thorough and accurate manner and gather data concerning the company, the industry, the position, and the specific opportunity

A worthwhile interviewing goal is to link your abilities with the company needs in the mind of the employer so you can build a strong case for why the company should hire you. The more you know about each other, the more potential you'll have for establishing rapport, and making an informed decision.