



The Interview Questions and What To Be Ready For

Questions for you to ask them:

What are your organizations' goals, and strategy?

What are the critical things that must go right?

How would you describe the culture here?

Based on my research I see that "the competition is doing xyz". Then ask a clarifying question, like "How does that relate to you" or "What is your organization, or (Company name) doing to address that issue"

How much Latitude/Freedom/Autonomy will I have to make my own decisions?

What will my budget be?

Will I have the ability to hire people on my team?

What about contracting with outside sources for specific services?

What is that budget

What will my measures be?

What sort of development will you provide for me? Training, Etc?

Based on what we discussed, how much of a fit do you think I am? or now that we have spent time together, is there anything else I can provide to assist in your decision?

What are our next steps?

How do I fit your needs for the position? When can I start? Then ☺

Also have a list of your strengths (marketing example) that you want them to know about you. This is a raw list for you to glance at during the interview as a reminder to sell yourself. Also use these when creating your elevator speech. I just jotted down a few.

1. x years experience in marketing , events marketing, sports marketing, etc
2. Creative skills which deliver results for the client
3. Independant, dependable and motivated
4. Team player
5. Can juggle many tasks while keeping big picture and priorities in mind
6. Proven results oriented professional
7. Builder of strong relationships
8. Brings out the best in others and self, capitalizes on what given, excellence is standard
9. Enthusiastic
10. Adaptable
11. Business Degree
12. Strong relationship skills
13. Strong communication skills
14. Proactive
15. creates compelling campaigns and events
16. Delivers results

Think about answers to these questions so you are prepared :

1. Why are you the best candidate for this job?(give your Unique Selling Proposition)
2. What will your biggest challenge be moving from your own business to working for us? (focus on transferable skills, and what is similar)
3. How have you dealt with an important deadline in your experience?
4. Describe how you deal with a tough boss
5. Describe how you deal with a difficult customer
6. Tell us about a complex project and how you dealt with it. (focus on your strategic ability, how you broke it into steps, stayed organized, and kept the customer or client in mind all the time)
7. How will you help us deal with the challenges we face? (remember to answer the question and then supplement it with a few more points about you and your uniqueness.
7. When can you start? ☺

Interview itself:

Bring nice leather folder with questions, resume, strengths and blank paper and pen inside. Make sure you have cards with you also.

Towards the beginning. Ask him/her questions about their goals and issues so you learn the organization's and specific hot buttons

Keep good eye contact and a relaxed, confident body language

Nice firm handshake

Take control of the interview ie: " I see we have 20 minutes left and I have some questions.." or " Since we only have 5 minutes left, I would like to sum up for you my qualifications"

Before the interview:

Dress very neatly and appropriately for their culture. When in doubt, be more formal, you can always take off your jacket if they are very casual

Wear something you are comfortable in

Simple tasteful jewelry if woman and tie that is not too bold if a man

No cologne/perfume

Clean and groomed nails and hair

Polished shoes

Wear hose if legal or banking industry, make sure legs and feet look great if no hose

Make up simple and not too loud

Practice elevator speech and answers to questions in the mirror