

# Career Services Center

261 SCHWARTZ CENTER  
(330) 672-2360  
[WWW.KENT.EDU/CAREER](http://WWW.KENT.EDU/CAREER)



# Admissions . Career Services





# Career Services Center

## HOURS

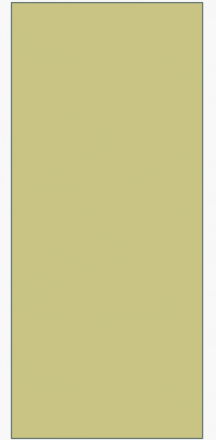
- Monday – Friday  
8:00-5:00
- Drop-in counseling  
11:00-12:30  
2:00-4:00
- Open during summer



# OVERVIEW

- Different types of interviews
- Interviewing tips
  - What to Wear/What NOT to Wear
  - Verbal and non-verbal communication
  - Samples questions you may be asked
- Evaluating a job offer and negotiating salary

# INTERVIEWING: DOS AND DON'TS



# TYPES OF INTERVIEWS

## Common Types of Interviews:

- Preliminary or Screening Interview
- Follow Up Interview or Second/Third Interview
- Behavioral Interview
- Telephone Interview
- Panel Interview

## Additional Types of Interviews:

- Group Interview
- Conversational Interview

# ON THE HORIZON

- A new trend is interviewing on Skype. It saves time and money for companies.
- Skype allows employers and potential employees to conduct an interview via webcams.

Skype

# GENERAL RULES FOR INTERVIEWING

- **Be prepared!**
  - Know yourself.
  - Know the employer/industry.
- **Before the interview:**
  - Confirm interview time, place & with whom (map out route).
  - Bring resume & other relevant materials.
  - Be well groomed, dress neatly and appropriately.
  - Arrive early.



# GENERAL RULES FOR INTERVIEWING

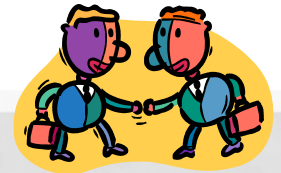
- **During the Interview:**

- Be confident and enthusiastic.
- Relax – an interview is a conversation.
- Listen – follow the lead of the interviewer.
- Ask intelligent questions.
- Clarify follow-up procedures.

- **After the Interview:**

- Send a thank you letter (within 24 hours is best).
- Keep records.

# THE IMPORTANCE OF NON-VERBAL BEHAVIOR



- In general, nonverbal cues are 50% of the interview.
- Non-verbal behavior is observed by the employer and often times reflect the level of confidence, interest, and ability of the person.
- Non-verbal behavior can be viewed as being both positive and negative.
  - Examples of **positive** non-verbal behavior include: Leaning forward, sitting with hands, feet, and arms unfolded, smiling appropriately, firm handshake, good eye contact.
  - Examples of **negative** non-verbal behavior include: Inappropriate facial expression or lack of expression, a weak and ineffectual handshake, lack of eye contact, squirming in the seat or sitting on the edge of the chair, frowning.

# A SAMPLING OF INTERVIEW QUESTIONS... ...AND HOW TO RESPOND

- **Tell me about yourself.**
  - Reveals what is important to you and how you view yourself.
  - Try to include qualifications for the position.
  - Don't ramble...know how to end your response (1-2 minutes).
- **What is your weakness?**
  - Everybody has a weakness.
  - Pick a weakness not directly related to any key responsibilities.
  - Turn response into a positive...working to improve weakness.
  - Answer is short and to the point.

# A SAMPLING OF INTERVIEW QUESTIONS... ...AND HOW TO RESPOND

- **What are your strengths?**
- **How do you work under pressure?**
- **How do you prioritize?**
- **What two or three things are most important to you in your job?**
  - Back up your responses with examples.
  - Tailor your responses as much as possible to the position.
- **Why should I hire you?**
  - Summarize response effectively...pull together major strengths – SELL YOURSELF!
  - Tailor response to position and company – why should this particular company be interested in you?
  - Know how to end response...don't ramble.



# CAREER SERVICES CENTER EMPLOYER SURVEY

***What is your favorite challenging question to ask candidates?***

- What is the toughest personal challenge you have had to overcome?
- What makes you different from everybody else?
- What's the most valuable lesson you've learned so far?
- What's the biggest mistake you ever made and what did it cost?
- Who is your personal hero?
- What else would you like for me to know about you?

# BEHAVIOR BASED QUESTIONS

***“Tell me a situation when you had to...”***

- Past behavior is the best predictor of future behavior.
- Develop and rehearse your responses.
- “Tell a story” explaining the problem, your approach and the results.
  - Use the STAR approach: S: Situation, T: Task, A: Action, R: Result.
  - Incorporate skills and personal attributes into responses.

# BEHAVIOR BASED QUESTIONS

## EXAMPLES

- **“Give me an example of a time when you used good judgment and logic in solving a problem.”**
- **“Tell me about a time when you failed and what happened.”**
- **“By examples, convince me that you can adapt to a wide variety of people, situations, and environments.”**
- **“Tell me about a time when you had to work with a client that you didn’t like and what happened.”**
  - Be prepared for questions asking for more detail than you’ve already given.
  - Evaluate your background to identify your skills/experience related to the job.
  - Identify 3-5 top selling points – attributes that set you apart – and be sure you point them out during the interview.



# ILLEGAL QUESTIONS

*Pre-employment questions should focus on functions of the position*

*Pre-employment inquiries about the following are generally not acceptable:*

- Age
- Arrest record (an arrest is not a conviction of guilt)
- Children/Pregnancy (or future child-bearing plans)
- Citizenship/Home Country
- Religion
- Medical history, illnesses, diseases, physical/mental impairment
  - Americans with Disability Act
- Marital Status (and spouse's job)
- Race/Color/National Origin



# QUESTIONS TO ASK THE INTERVIEWER

- You are interviewing the organization just as much as they are interviewing you!
- *It's about the right fit!*



# QUESTIONS TO ASK THE INTERVIEWER



- How will I receive feedback about my performance, and how often?
- How did this position become available?
- How is the orientation and training structured/How much training?
- What are some of the biggest challenges the organization faces?
- What are you looking for in a candidate?
- What do you like about working here?
- What would be expected of me in the first 90 days on the job?
- What is the next step in the selection process?

# COMMON REASONS FOR APPLICANT **REJECTION**



- Poor appearance
- Poor voice, diction, grammar
- Little enthusiasm, passive, indifferent
- Evades, hedges unfavorable factors
- Late for interview, disrespectful
- Talks too much, rambles
- Unable to handle silence
- Negative attitude
- Lack of extracurricular involvement
- Couldn't sell him/herself to the employer

# COMMON REASONS FOR APPLICANT **REJECTION**



- Overbearing, aggressive
- Lack of purpose, career goals
- Unwilling to start at the bottom
- Lack of courtesy, proper etiquette
- Poor eye contact, extreme nervousness
- Lack of poise, lack of confidence
- Condemnation of previous employer
- Lack of leadership skills
- Didn't ask for the job
- Talked about salary





# INTERVIEW APPAREL



## MEN

- Dark suits, properly fitted
- Dark dress shoes, polished (no loafers)
- Dark dress socks
- Conservative neck tie
- Dress watch
- No earrings or other jewelry
- Well-groomed facial hair
- No long side burns or long hair
- Nails – trim and clean

## WOMEN

- Dark coordinated suits, properly fitted
- Skirt length no more than one inch above the knee
- Polished matching dress shoes with moderate heel (no open toe)
- Neutral colored hose
- Hair past shoulder length pulled away from face
- Minimal, conservative jewelry
- Natural looking make-up



# INTERVIEW APPAREL



## Both MEN and WOMEN

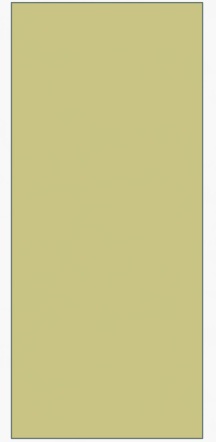
- No visible tattoos
- No heavy cologne/perfume
- No visible body piercing
- No purple, green, orange, etc. colored hair
- Fresh breath
- Freshly bathed/showered (use deodorant)
- Freshly pressed clothing

# I When in doubt...go conservative



Stand out for the RIGHT reasons!

# HOW TO NEGOTIATE A BETTER SALARY





# JOB OFFER



- You just received a job offer but the salary isn't exactly what you hoped for.
- *What do you do? Should you negotiate a higher salary?*



# YES – YOU SHOULD NEGOTIATE!!!!

- Feel anxious about it?
- Not sure what to start with?



# WHY NEGOTIATION IS IMPORTANT

- Level of salary offered is predictor of level of responsibility within company.
  - Future salaries, increases and bonuses based on this one increase of \$1,000 in negotiated salary may represent \$15,000 to \$30,000 over next 10 to 15 years.
- Most employers expect you to negotiate.
- Negotiate with professionalism, tact, and goodwill.

Salary negotiation is a process where one person negotiates amount of pay, earnings, salary, wages, bonuses, benefits, perks, annual review, or salary raise with another person.

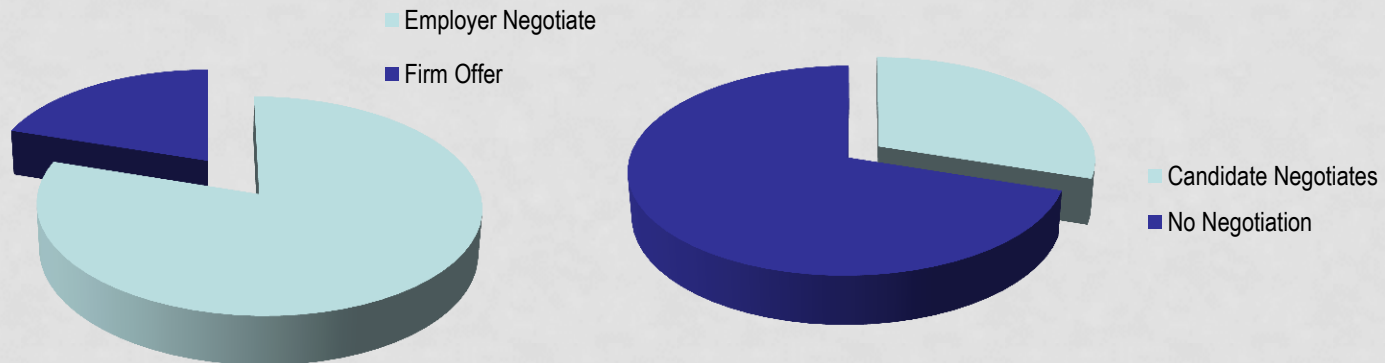
# SALARY NEGOTIATION

- Salaries depend on a number of factors, including
  - size of employer and its current level of success
  - where company is located
  - your professional level (BBA, MBA, Ph.D, years of experience, job function)
  - your previous work experience
  - particular skills you bring to the job
- Salary represents only part of overall compensation.
- Employers may not make adjustments in base pay, but may negotiate benefits to help make up difference.



# SALARY NEGOTIATION

- CareerBuilder.com surveyed 875 hiring managers and found that
  - Over 60% of managers leave some room for offer negotiation
- A SHRM survey found 8 out of 10 recruiters willing to negotiate salary and benefits, yet only 33% of applicants negotiate.
- Managers want to hear candidates explain why they're worth more by highlighting specific accomplishments.



# KEYS TO SUCCESSFUL NEGOTIATION

- Know your own value:
  - Highlight your strengths so that you can effectively communicate. Narrow down to three. Learn how to articulate your qualities. *What are your accomplishments? What do you offer the company?*
- Know your priorities:
  - *What are your personal priorities? What is non-negotiable? What will make you say, “no matter how good this job is, I can’t take this level of pay”?* For some people, it’s time-off or flexibility. You can make money, but, if something is not acceptable, then you won’t be happy. How much you want this job mitigates some hard negotiating that you have to do.

Be true to yourself, your family, and what you want,  
so when you get an offer, you can weigh it against all that.

# KEYS TO SUCCESSFUL NEGOTIATION

- Prepare
  - Make Assessment of Your Skills and Experience
  - Make a Salary Negotiation Checklist
  - Determine Your Own Salary Range
- Negotiate
  - Listen/Evaluate the Overall Offer
  - Offer Options Utilizing “Three T’s”
- Close Negotiation on a Positive Note
  - Ask for Contract in Writing

# PREPARE

- Make Assessment of Your Skills and Experience
  - What Do You Offer?
  - Education, Special Training
  - What Makes You Stand Out Compared with Others?
- What Employer Will Gain By Hiring You?



# PREPARE

- What are your expenses?
  - Rent/Utilities
  - School Loans
  - Food Costs
  - Transportation
  - Insurance
  - Childcare
  - Clothing
  - Entertainment



# MAKE A SALARY NEGOTIATION CHECKLIST

	Ideal	Offered	Acceptable	Comments
<b>Compensation</b>				
Salary				
Bonuses				
Relocation				
etc				
<b>Paid Leave</b>				
Vacation/PTO				
Maternity/Paternity Leave				
etc				
<b>Benefits</b>				
Retirement/401K				
Care Plans (child/elderly)				
Insurance (health, life, disability)				
etc				
<b>Perks</b>				
Parking				
Blackberry				
etc				

# PREPARE

- Predetermine Your Salary Range
  - When asked, “How much do you want?” You want to answer with a **range** NOT a single figure
  - You dramatically increase the chances that your salary range and the range the employer is willing to offer will overlap
  - This puts you in a great position for negotiation

# PREPARE

- How to Determine Your Salary Range in 3 Steps
  - 1: Determine the LEAST amount you need to put food on the table and roof over your head
    - Using the Salary Checklist and Listing out all of your expenses
  - 2: Determine what would constitute a fair offer for a suitable job with a stable company
    - Research what your skills are worth: Google “salary calculator” and “salary report”
    - Determine the correct job title and compare your experience to those in the same field

# PREPARE

- How to Determine Your Salary Range in 3 Steps
  - 3: Come up with 3 salary numbers: minimum, midpoint and a dream salary
    - (one that would make you drop dead, make you happy, or go to heaven)
    - THEN kick out the lowest number (it is always easier to negotiate downwards)
    - Now you have a range to present employers with when asked:  
**Your Midpoint -Your High Point**

# NEGOTIATE



- Prepare Options (your range)
  - Have options and alternatives to reduce defensiveness and to lead to positive resolution for all.
  - Having options reduces the risk of asking for too much or accepting too little too soon
- Listen
  - Negotiation requires persuasion and listening to others. Don't miss information vital to negotiation.



# NEGOTIATE

## Evaluate Overall Offer

- Hiring or Signing Bonus
- Benefits
- Location
- Relocation Assistance
- Cost of Living
- Commute Time
- Cost of Commuting
- Opportunities for Professional Growth
- Opportunities for Family



# SUCCESSFUL NEGOTIATION

- Three T's
  - Tone
  - Tactics
  - Tips

# THE THREE T'S

- Tone
  - Be positive!
    - Discuss your qualifications and the employer's needs
  - Be Persuasive
    - Clearly articulate your value repeatedly
    - Use research to demonstrate your interest in the position
  - Be Flexible
    - Know the difference between what you WANT (*target salary*) and what you NEED (*minimum salary*)
    - *Brainstorm ways to meet your goals AND their needs*

# THE THREE T'S

- Tactics
  - Avoid being FIRST:
    - To discuss salary before the job offer is made
    - To name a figure after you've received the offer
    - To name a salary figure once negotiation has begun
  - Anticipate the employer's needs
  - Demonstrate your value to the employer
    - How will you contribute to their profitability

# THE THREE T'S

- Tactics
  - Use phrases like:
    - “If I’m qualified, which I believe I am because of A, B, and C... So given these matching skills and requirements, I’m sure you’ll make me a fair offer. By the way, what is the salary range for this position?”
    - “I’ll consider any reasonable offer.”
    - “You know better than I what the job is worth.”
    - “My research tells me that someone with my skills, education, and qualifications doing this job earns between \_\_\_\_ and \_\_\_\_ with a median salary of \_\_\_\_\_. What is your offer?”



# THE THREE T'S

- Tactics
  - If any part of their range intersects with yours, Reply:
    - “Excellent! We certainly have something to talk about because I was looking for between \$x and \$y. How much flexibility is there?”
  - If they decline to share their range and ask you again what you are looking for, then provide them your predetermined salary range from Midpoint – High Point

# THE THREE T'S

- Tips
  - Sell yourself
  - Anticipate objections
  - Don't get personal
  - Remember salary is based on four things:
    - Assessment of your capabilities
    - Employer's budget
    - Market rates for the job
    - Your ability to negotiate

# HOW TO COUNTER A JOB OFFER

- The first offer that is put on the table is usually fairly close to the final offer
  - Avoid being overly pushy during negotiations which could sour their opinion
  - BUT an offer on the table means that the hiring manager is interested in hiring you, SO negotiate with good faith and expect good faith in return
- Start by thanking manager for offer and say you are looking forward to accepting it because you are excited about contributions you'll make.

# HOW TO COUNTER A JOB OFFER

- Say something like *“The terms you have described in the offer are acceptable, with a few minor changes.”*
- Outline offered compensation package and your suggested changes:
  - \$75 K: Research I’ve done suggests that similar positions pay in \$76-85K range ....
  - Relocation Package: Moving from Florida to California will require .....
  - Perks: To make my work more effective I’d like to telecommute once a week....
- End with a positive and firm statement: *“If you could make these modest improvements to your offer, my performance will show you a marked return. I am prepared to use my skills and experience in marketing to increase profitability of your division.”*

# CLOSE NEGOTIATION ON A POSITIVE NOTE



In a successful negotiation, everyone wins.  
Objective should be mutual agreement.

# IN SUMMARY

- Be Enthusiastic, Professional, Ethical, and Realistic.
- Prepare.
  - *What makes you special?* Tell it! Write it!
  - Evaluate the offer, beyond compensation
  - Remember, money is important, but **your career trajectory** is MORE important
- Negotiate!
- Ask Offer in Writing and Read Contract Carefully.
- Be Grateful and True to Yourself.
- End Negotiation in a Positive Tone.



# FINAL REMARKS

- Negotiate based on cost of living in city you will be working in. Check [Cost-of-Living Wizard](#).
- Study salaries of comparable jobs with similar companies.
- Knowing what you're worth will strengthen your negotiating position.
- [Learn how to adjust to your new job.](#)

# Q&A

