

# The High Impact Interview

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A Step by Step Workbook

# THE HIGH IMPACT INTERVIEW

This isn't just another book about how to prepare for an interview. The High Impact Interview actually gets you prepared! Step-by-step work sheets help you generate outstanding responses to the most common and challenging questions you will face. By completing The High Impact Interview, you will be equipped with all of the insights and presentation skills you'll need to ensure that your next interview is successful!

**Download The High Impact Interview workbook FREE with the Automatic Resume  
(May be purchased separately for 50% off the cover price - Only \$9.95)**

## About this Preview

The following pages contain valuable excerpts from the High Impact Interview including insights into two of the most difficult interview questions, "What are your weaknesses?" and "So, tell me about yourself." A complete Table of Contents is included at the end.

## SAMPLE QUESTION 1 - "What Are Your Weaknesses?"

### Purpose

Interviewers ask this question to uncover skill deficiencies or negative personality characteristics of a job candidate. This information is used to determine if they will have a detrimental effect on the company culture. Although the Interviewer will never use a response to this question as a reason to hire someone, it often makes their decision to disqualify a candidate an easy one.

### Response Insights

*"What Are Your Weaknesses?" The Greatest Risk to Your Chances of Getting Hired!*

When unprepared job candidates are asked this question in an interview, their greatest weakness is often the first thing that comes to mind and the following scenario ensues:

The candidate often looks away in the realization that they cannot say what they are thinking and become visibly uncomfortable as they scramble to think of something else. But, given the heat of the moment, nothing else comes to mind. As time ticks away, the pressure to provide an answer increases, causing them to divulge the one thing they shouldn't say.

Think of your greatest weakness, right now. Whatever it is, promise yourself . . . you will never say this in an interview! The only way to provide an acceptable response to this question is to know exactly what you are going to say, in advance.

A lot of advice out there tells people to answer this question by first stating a weakness they possess and then turning it into a positive. This strategy often backfires when the negative that is mentioned is either a personality flaw or a skill that is relevant to the job. No amount of spin can turn a serious negative into a positive.

### *Set-up for Failure*

*While interviewing a gentleman for a customer service position I asked, "What are your weaknesses?" His response was, "I get easily frustrated with others, but I recently took a customer service course on dealing with difficult people." I didn't pay much attention to the positive spin because the only thing that came to mind was, "why are you even applying for a customer service position – this interview is over."*

### **Sample Response**

To answer the question effectively, identify a skill or piece of knowledge you lack that pertains to the position, but can easily be overcome or will not negatively impact job performance.

#### Examples

ADMINISTRATIVE ASSISTANT (Data entry and working on the computer)

Although I am quite proficient working on the computer, one of my weaknesses is, I don't know much about how they actually work. So, if there are any hardware problems I wouldn't be much help in fixing them.

RETAIL MANAGER (Scheduling and managing retail staff, inventory control and budgeting)

I've worked with a number of inventory control programs, but I'm not familiar with the one you use. I do look forward to learning about your system.

In both examples above, the responses pertain to the field, but do not negatively impact the candidate's chances of landing the job.

The High Impact Interview workbook contains further insights and work sheets to help you prepare your best response to this challenging interview question.

### **SAMPLE QUESTION 2 - "So, Tell Me About Yourself"**

#### **Purpose**

Interviewers often begin the interview this way simply as a conversation starter. They want to put you at ease in order to get a general sense about you as a person. The interviewer will be listening and watching for both positive and negative attributes.

## Response Insights

Although this question is meant to “break the ice” it often causes nervous job candidates to ramble on about irrelevant topics that actually hurt their chances of getting hired. Once you have completed this section you will be able to use this question as an opportunity to talk about key aspects of your talents, interests and background that make you a perfect match for the position. A well planned response will create a great first impression and separate you from your competition.

### *A Slip Up on the Ice Breaker*

*One time when I asked the ice breaker question the job candidate answered as if I had asked, “So, tell me everything you can possibly think of about yourself.” He talked and talked and talked. During his diatribe I thought to myself, “If I don’t stop him, I wonder how long he’ll keep talking?” So I let him go. Three minutes went by, six minutes, twelve minutes. I got to the point where I was just watching his mouth move. Finally, he stopped talking after 19 minutes! At that point I thought to myself, “Does this person listen to other people? And, if he ever had to explain something, how long would it take?” This person ruined their employment chances by mishandling the very first question!*

## Sample Response for a Computer Technologist

*I’ve always enjoyed the challenge of computer diagnostics. I get a real sense of satisfaction when I successfully troubleshoot and repair difficult hardware problems.*

*It was my interest in computers that lead me to pursue additional training. So, I took a 3 year diploma in Computer Technology where I learned how to design, build and troubleshoot electronic systems and components.*

*While at Belford Technologies I held the position of IT Specialist where I designed and setup an in-house Local Area Network. I also worked at Wave Marine Inc. as a Jr. Systems Control Technician where I assisted in testing and troubleshooting systems and components for Marine Gas Turbine controls.*

*During my off time I enjoy playing golf and I’m here today because Exel Technologies is heavily involved in the design and production of next generation gas turbine controls . . . and to show you what I can bring to the Systems Control Technologist position.*

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# Table of Contents

<b>Welcome To the High Impact Interview</b>	5
<b>1.0 Understanding the Interview Process</b>	6
<b>2.0 Personal Presentation</b>	7
Enthusiasm Makes the Difference	7
Appealing To the 5 Senses	8
Bringing Examples of Your Work	9
Resume Checklist	11
<b>3.0 Researching the Company</b>	12
Company Research Checklist	14
<b>4.0 Researching the Job</b>	15
Job Research Checklist	16
<b>5.0 The Six Core Interview Questions</b>	17
#1 The Ice Breaker – “So, Tell Me About Yourself”	18
“So, Tell Me About Yourself” Work Sheet	19
#2 Why Did You Choose Our Company?	22
#3 What Value Do You Bring To Our Company?	22
What Value Do You Bring To Our Company Work Sheet	24
#4 How Will You Affect Our Company Culture?	26
How Will You Affect Our Company Culture Work Sheet	28
What Are Your Weaknesses?	30
What Are Your Weaknesses Work Sheet	33
Hypothetical Questions	35
#5 What Are Your Salary Expectations?	35
#6 Do You Have Any Questions For Me?	37
Questions To Ask Work Sheets	38
<b>6.0 The Day of the Interview</b>	40
The Various Types of Interviewers and Their Expectations	41
Ending the Interview	42
<b>7.0 Interview Evaluation and Follow-up</b>	43
Post-Interview Checklist	43
<b>8.0 The Follow-up Letter</b>	45
Example Follow-up Letter	46
The Follow-up Letter Work Sheet	47
<b>9.0 Summary</b>	48