

How to get an Interview

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Getting the Interview

- Make sure your profile meets the job requirements. Do you have the skills? Do you understand what the job entails – expertise
- Tailor your resume to the job description
- Give your resume a creative and descriptive title. Ex – Document 12 Ricky Martin or Maria Flores for Research Assistant
- Do some research on the Hiring Manager.
- Don't let more than two days pass before you send in your application.

A Cover Letter is a Must!

- Write a one page cover letter. This is not an option.
- It should not be a regurgitation of your resume.
- Your cover letter should sell me on “*Why this job?*” “*Why you*”. This is your time to shine.
- Let your personality show through.

A Cover Letter is a Must! Cont.

- Show them who you are? Why do you want to work here? Be passionate
- Be very specific about what you can offer pertaining to those qualifications.
- Should pick 3-4 qualifications

Start a Job Search Campaign using Social Media

- Take advantage of the networking powers of sites like Facebook, LinkedIn and Twitter
- Create a personal website or blog
- Advertise yourself
- Go viral
- Make a video resume – 3 minutes

Networking

- It's not what you know, it is who you know.
- Tell everyone. Begin with friends, family and neighbors. Talk with former co-workers and casual business acquaintances.
- Join social groups, professional associations and volunteer organizations to expand your contacts.
- Accept as many invitations as you can

Networking Cont

- Make at least 100 new contacts a month by making phone calls and sending emails.
- It takes X number of contacts to get this many chances of an interview opportunity. Volume is a huge part of it.
- Treat the hunt as a job
- Meet up groups for networking

Networking Cont.

- The #1 way to make it to the top of a resume pile.
- Your goal is to have someone hand your resume to the appropriate person.
- Follow up – Networking and all other steps are worthless without following up.
- Be persistent without being obnoxious.
- Be assertive

Utilize the Internet to an Extent

- No job seeker should spend all day on the internet sending resumes into the black hole.
- The web should be a place where you can get help and advice on job search basics.



Online Reputation

- When searching for a job it is critical to be aware of your digital footprint – the information connected with your name online.
- Companies and recruiters routinely check search engine results to learn more about potential employees.
- 90% of recruiters say they conduct online research of potential candidates. (Execunet).

Online Reputation Cont.

- Up to 70% of employers who have used LinkedIn say they have chosen not to hire a person based on what they have found out about them online.
- Job seekers should be thinking as much about their online persona as their interview attire.
- Tips – Check your online identity, Limit negative content, and leave no room for confusion.

Get an Internal Referral

- You don't actually need to know someone on the inside.
- Most people land jobs through second or third connections.
- Track down an employee who might be interested in a certain skill you possess.
- If they think you're good, they will connect you with a recruiter.



JOB HUNT TO-DO LIST

1. Wish upon a shooting star.
2. Throw pennies into a fountain.
3. Break a wishbone.
4. Find a four-leaf clover.
5. Befriend a leprechaun.

Still Not Getting an Interview?

- For every 100 resumes you send, statistically you should hear back from 10.
- Find an inside contact.
- Use a different color paper or size.
- Send your resume via certified mail.
- Deliver your resume in person.
- Send your resume with a gift.
- Post it note trick

Finding Recruiters

- Many recruiters have their email addresses publicly exposed.
- Perform a web search.
- Utilize LinkedIn
- It is possible to find recruiters at your dream company.
- Recruiters are almost as eager to talk with you as you are to talk with them.

Finding Recruiters Cont.

- Online Portfolio/Website – A fantastic way to showcase your experience.
- A great way to get on a recruiters radar.
- Recruiters crawl the web looking for candidates.
- When you land the interview, your portfolio will add greater depth and dimension to your resume.

Related Forums, Websites and Conferences

- If a website, conference or forum attracts those in your field, it will also attract recruiters.
- Get active online!
- Leave a trail to your website. Makes it easier for recruiters to reach out.
- They'll know you are good from what you have posted.

Don't Be Afraid To Pick Up the Phone

- If you know who the hiring manager is, briefly state that you have applied for the position.
- Let them know that if they took 10 minutes to meet with you, they would find you to be a viable candidate.
- What is the worst thing that can happen? If you get turned down remain persistent.



"Hello, Human Resources? I accidentally sent you a shot of me in a Speedo instead of my resume..."

Finding the “Side Door”.

- If the previous avenues don't work, you may lack the skills or experience to get an interview.
- Sometimes an indirect path may be required.
- Join one company so that you can eventually transfer to another.
- Be flexible. Take a position to get your foot in the door.
- Contract roles can lead to full time positions.

Phone Interviews

- Know if you can take the call when it comes
- Have documentation at your fingertips
- Know answers to common questions
- Smile while on the phone
- Web profile or LinkedIn profile
- Focus on language and voice
- Avoid selfish questions during the interview
- Get up and walk around.

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"Do you mind if I put you on hold for a minute?
I have a really short attention span."

Body Language

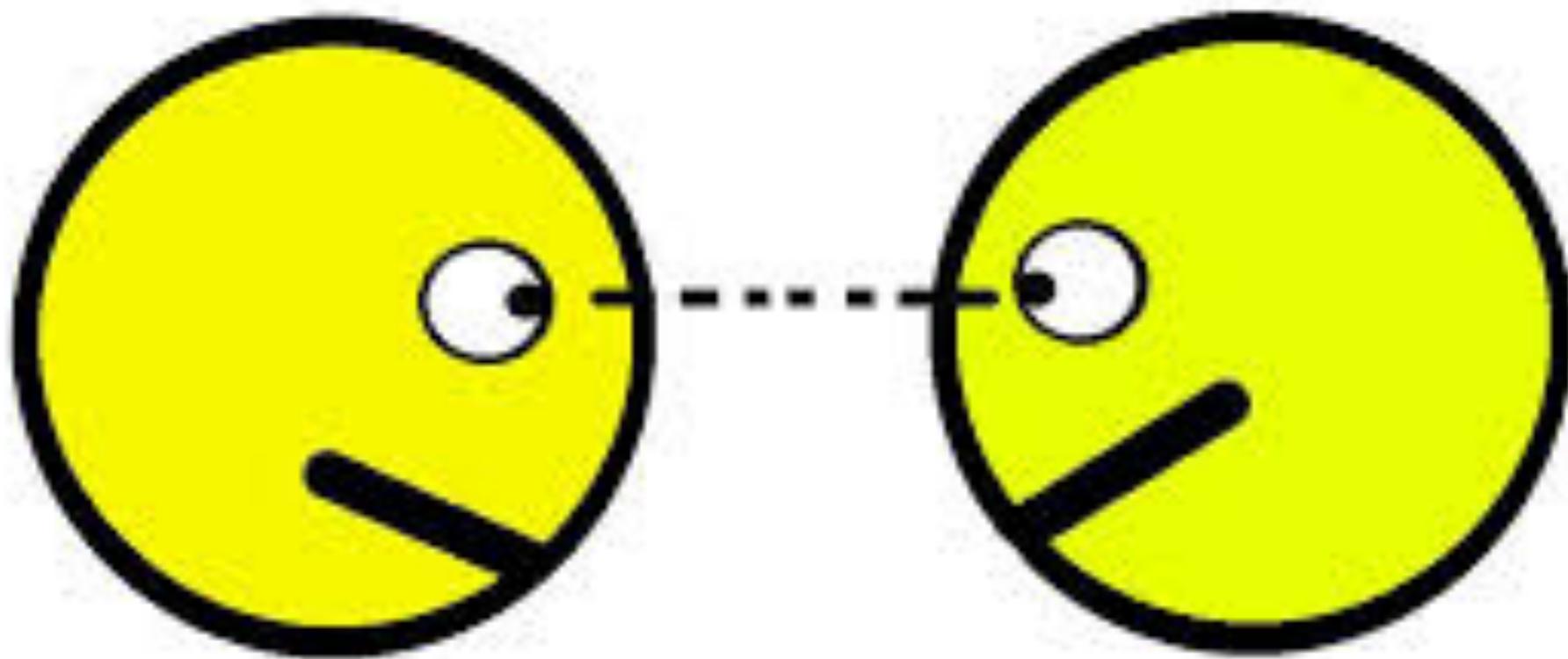
- Be aware of shaking or sweaty palms.
- Don't move about or fidget.
- Hold eye contact.
- Keep your hands in front of you.
- Ensure posture is straight.
- Be aware of chopping or pointing
- Don't touch your face
- Remember to mirror



Body Language Cont.

- Crossed arms
- Smile and nod
- Hands Behind Back
- Mismatched expressions
- Shifty eyes
- Staring
- Use your hands

Eye-Contact



Preparing for Interview Questions

- **The 10 toughest questions**
- Could you tell me a little about yourself?
- Why did you leave your previous employer or leaving your present job?
- What are your greatest strengths?
- What are your weaknesses?
- What can you tell me about our company?

What would you say
was your biggest
strength?



Preparing for Interview Questions

- What do/did you like most and least about your present/most recent job?
- Aren't you overqualified for this position?
- What sets you apart from other applicants?
- Where do you hope to be in three years?
- Do you have any questions? Can you think of anything you would like to add?

Scour the Hidden Job Market

- Millions of postings that never get formally posted.
- 80% of Job Openings aren't advertised.
- Don't spend a lot of your time on internet job boards.
- Utilize social networking sites.
- Join a professional networking group.
- Sign up for Google News Alerts.
- Attend a conference, industry gathering or job fair.



“I really believe my research abilities would be an asset to whatever this company is called.”

Job Seeking Myth's

- You will find your net job by applying online.
- You should expect to hear a response soon after you apply.
- Your cover letter will always be read in full.
- Your references are contacted before or during an interview.
- Your resume is the most important job search tool.

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I'M HARD-WORKING,
EAGER TO LEARN, AND
HIGHLY MOTIVATED.



BECAUSE IF I DON'T GET A JOB SOON, I'LL HAVE
TO MOVE BACK HOME WITH MY PARENTS.



Appendix

The 10 Best Websites for your Career

- LinkedIn
- Indeed
- Simplyhired
- Monster
- Glassdoor
- Idealist
- Internships
- USAJOBS
- The Wall Street Journal
- DICE

Tutorials for Getting a Job Interview

- <http://biginterview.com/blog/2014/10/company-research-job-interview.html>
- <http://biginterview.com/blog/2012/08/find-a-job-social-network.html>

Sample Cover Letter for a Research Technician Position

First LastName

Address

City, State, Zip Code

Phone Number

Email Address

Date

Dear Mr./Ms. Last Name,

Please accept my resume for the Research Technician position posted on MonsterTrak. My background and skills in lab techniques will prove to be an effective match for your qualifications.

I have a BS in Chemistry, and a 3.8 GPA. I have taken several lab courses in Biochemistry, where I worked with chromatography, ELISA, and southern and western blotting techniques.

While working for ABC Environmental Laboratory, I successfully applied my research skills, and maintained the laboratory. I participated in planning experiments as well as evaluating test results. I monitored equipment performance and maintenance schedules. In addition, I was responsible for maintaining biohazard and radiation safety standards, and ensuring proper handling of potentially hazardous chemical and biological agents.

In addition to the lab work, I recorded, calculated, and analyzed data, and prepared reports. I worked closely with a team of researchers and learned the value of good lab practice. I work well as a team member, am very reliable and organized, and willing to learn.

Thank you for your consideration.

Signature