



Presents

# THE PERSONAL MARKETING PLAN

## Communication Management





Hello Deliver, you received a score of 15% on how to Deliver a successful interview. This means your knowledge on those Business Savvy Skills that affects how others choose to interact with you is poor. And when it comes to conducting yourself in a professional manner there is no room for error. Therefore, to help ensure that you project a positive image to an interviewer, I would like to suggest the following:

From your hard copy, go through the questions again and manually write down your answers. Be sure to cover the options because they also contain the answers. Once you do that, then you can compare them to your original score.

Next, I suggest that you read each answer thoroughly and implement those areas that you are lacking in your current preparation aspect of interviewing. Preparing is the most difficult part of the interviewing process. Don't give up you are almost there. I know you can do it, so good luck!

Your personal style is crucial in how you deliver a successful interview. Therefore, give heavy consideration to some of the suggestions that Parker provided in this segment so that you can develop a style that is natural and comfortable to you when communicating with an interviewer. To do this, ensure you have a proper handshake, use good posture and know how you look on camera. These and many other elements that Parker discusses in the program, affects how others perceive you. Practice to be effective, not perfect.

Visit our website at [www.imirc.com](http://www.imirc.com) to learn more about this and other e-coaching tools to help you develop and maintain a professional presence that will give you a competitive edge in today's business market. Also, be sure to send us any questions that we might not have answered for you in this program to InterviewMAX@imirc.com. We will try to post the answer on our website and try to add it to our next version of this program.



## 1 Fifty-five percent of how you communicate your attitude is with your...

- A. Body.
- B. Tone.
- C. Words.



Right answer—**A**

Your answer—**A**

**You got this one right!**

We use three primary channels to communicate with: our **body**, the **tone** of our voice and the spoken **word**. Albert Mehrabian, a highly respected psychologist from UCLA conducted a study where he found that the body played a larger role when communicating one's attitude about something to another than their tone of voice or the words they actual spoke. In fact, our body was 55% percent of the message, while our tone, how we say something, contributed 38% to the message and words having only a 7% impact.

The key word in this study is "attitude". If you believe or are passionate about something, it is then that your body naturally supports your tone and the words that you use. However, if you do not really believe in what you are saying then the body more than likely, will negate the spoken words, therefore, not supporting your message.

Why is this important? Because attitude is everything during the interviewing process. If you do not passionately love what you do and do not really want the job you are going after, no matter what you say, or how you say it, if your body does not believe it, the non-spoken word will prevail.

Many interviewers will tell you that enthusiasm can make the difference between your getting a job over someone else who is actually more qualified. Are you motivated, are you enthusiastic about your career potentials. You better be if you want to win the game of interviewing.

Children go by more of what they hear, as adults we go by more of what we see. What does an interviewer see when they first lay eyes on you?



**14** When sitting and waiting to be called for the interview, where should you place the items that you have brought with you?

- A. Hold the items in your lap.
- B. Place the items to your left.



- C. Place the items to your right.
- D. Place the items on a nearby table.



Right answer—**B**

Your answer—**A**

**Give it one more chance and see how you do!**

When sitting, you need to be thinking about getting-up. This is very important because when the interviewer approaches you (hopefully you can see them doing so) you should be able to reach for your belongings with one easy step so that you can place them on the left side of your person with ease.

To make this happen, place all your items in one place to the your left. The best choice is on the floor to keep it out of your way until you are ready for the interviewer. If making it easier for you to gather your items from your seat, then you can place them on the seat of the chair or on the sofa, just to your left.

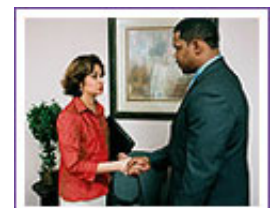
For women, you can reach for your handbag with your left hand, while using your right hand to pick up the portfolio and quickly tucking it in your left hand, while holding both items simultaneously. If you bag has shoulder straps, place the purse over your left shoulder, keeping it tucked behind your left arm.

You can keep your portfolio in your lap, but don't hold on to it as if it were keeping you from drowning. This will make you look nervous and anxious. You can pick up the portfolio with your left hand, leaving your right hand free to shake hands with the interviewer.

I do not recommend taking a briefcase on an interview unless you more items to carry with you such as a computer or work that your interviewer is expecting to see. Otherwise you would look as if you were going from door-to-door



Holding items with your right arm or hand makes it difficult to shake the interviewer's hands.



Holding items with



**21** If you are shown to the interviewer's office, how should you introduce yourself to the interviewer?

- A. Ensure that you are the first one to initiate the introduction.
- B. Sit first, then shake the interviewer's hand.
- C. Kiss the interviewer hello, then wait for the direction as to where to sit.
- D. Wait until the interviewer is standing and you both are able to greet each other simultaneously.
- E. Step around to the side of the desk to ensure that you are close enough to introduce yourself.
- F. Before you introduce yourself, allow the interviewer to initiate the introduction.



Right answer—**F**

Your answer—**A**

***You can't win them all! So give it one more chance.***

Whenever you walk into an interviewer's office, they should stand and introduce themselves first. However, this is not always the case. But before taking the initiative to begin introductions, wait a moment and let the interviewers make an attempt to initiate the introduction.

If he or she does not acknowledge you within a responsible amount of time, then take control and begin introducing yourself followed by an extended "intention" to shake hands. There are a few things you should not do when attempting to introduce yourself.

Do not attempt to go around a desk to greet someone, instead, stay in front of the desk, otherwise, this can be seen as an intrusion of privacy. At all cost, avoid kissing the individual even if you know them well. Remember, keep a professional distance at all times.



After the introduction, you should wait until the interviewer directs you as to where to sit. Sitting down before the interviewer does is rude. This is their territory, respect it. Following their direction demonstrates that you have respect for them and others, a quality that an interviewer often looks for.

Another word of caution, do not pick up items from the interviewer's desk. In the event your pen stops working in the middle of the interview, don't just reach for a pen, instead, ask, "May I borrow a pen?" The key word is "may". We know you "can", but do you have permission to write with that particular pen? No. Not until you have been given permission to do so.