

## ACING THE INTERVIEW: Mastering The “Frequently Asked Questions”

(NAPSA)—The recent job market has been active with high job growth. Over 65 percent of workers are scouting the market looking for new jobs in the next three months, according to Salary.com. Competition within the labor market means it is critical to stand out in the job search during times of robust growth, just as it is during a tight market.

Expert Career Coach Suzanne Murdoch offers some practical advice on how to successfully prepare for the interview—one of the most pivotal stages of a job search.

“People often approach interviews at the extremes,” explained Murdoch. “Some are overconfident, while others fear the interview. The best approach is simply to be prepared.”

Mastering the interview can be a matter of knowing what the interviewer is looking for in an answer. Here are some hints to help you prepare, stand out and get hired!

### 1. “Tell me about yourself.”

Begin the interview with a strong introduction or “Power Greeting,” which is when you state your background, strengths and close with a strong accomplishment. By starting off emphasizing your strongest characteristics, the interviewer will be able to get a quick sense of who you are.

### 2. “What is your greatest strength/weakness?”

Know the requirements of the position before the interview and tailor your strengths so they are relevant to the position. Think of a weakness you have that can also be considered a strength.

### 3. “Why should we hire you?”

You may be able to walk on water, but if your interviewer has no oceans that need crossing, that



won't be worth much. Your answer should be specifically related to how you can fill the needs of the company.

### 4. “How much money are you looking for?”

When negotiating, the rule is that whoever mentions money first, loses. During an initial interview, do not mention a specific salary unless required. Use a canned response such as “I am confident that we can agree to a fair compensation.”

### 5. “Why did you leave your most recent position?”

Red flag! Did you have a problem getting along with co-workers? Were you incompetent on the job? Be prepared with a reasonable explanation of why you are job searching.

Remember, your résumé essentially gets your foot in the door, but if you cannot market yourself during the interview, you won't be remembered and definitely won't land the job. So nail the interview through preparation and practice!

Suzanne Murdoch is a Certified Career Coach with careerMogul.com, an online career resource providing résumé writing and career coaching online.