

## **C- Axioms for the Entrepreneurial Interview Program**

1. Your control of the interview through your presentation and questioning should be about 70% of the total time. Steer the interview down avenues on which you wish to travel.
2. Use ACTIVE LISTENING whenever appropriate, especially in overcoming the interviewer's reservations on one or a number of issues.
3. Gain parity with the interviewer through the use of information from your own experience and knowledge that will reinforce what the interviewer already knows. Try prefacing this information with statements that will show, in a very positive way, that you are attuned to the interviewer, for instance: "I'm sure you know...", "Of course, you know...", "Recently, a survey showed...", "I'm sure what you're looking for is...", and "It's no secret that...".
4. These prefaces are particularly helpful during the first few minutes of an interview (to establish parity) and intermittently throughout. They are also useful in overcoming objections and in helping make your position on an issue clear.
5. Always go into an interview with the feeling and attitude of a peer, so that you can maintain a free exchange of ideas and questions with the interviewer.
6. When you are in a tight spot and a difficult question has been posed to you, ask a question to CLARIFY the issue.
7. REMEMBER: IDEAS SELL! If you have a solid idea already worked out which can help an organization, don't fail to discuss it (the "what," but not the "how") with the interviewer.
8. When engaging in a listening period in the course of the interview, be attentive.
9. Use closing statements at the end of an interview to:
  - - Reiterate your interest in the position
  - - Establish a follow-up time frame and procedure.
10. ALWAYS ask about the career path for the position in question.
11. Reduce the hiring party's fear of risk by stating that his/her investment in you will bring weighty dividends.
12. When asked, "Why should we hire you?", explain why you feel that you will bring more value to the job than it will cost the company to hire you, and give examples.

### **How Would You Answer...?**

1. Tell me a little about yourself. (Elaborate.)
2. What would you like to do here? (Explain how you can: Contribute! Create! Grow!)
3. How much money are you making now? (Answer, but watch out for "How much would you like to make?")
4. What did you dislike about your last (present) job? (Beware of negatives!)
5. How do you compare yourself to your peers? (Be high on yourself, but with room to grow!)
6. What's your definition of success? (What are your goals?)
7. Where do you see yourself five years from now? (What are your goals for the next five years? What is your personal idea of success?)

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8. What are some of your weaknesses? (Try to deal from strengths in an interview, but be realistic.)
9. What book have you read recently? (Be able to answer.)
10. What kind of work environment do you prefer? (Where can you best contribute, create and grow?)
11. Do you have any objections to overtime?
12. Describe your ideal boss. (Do some thinking, but consider this: Did you ever work with a person who can combine his/her talents with yours and others to create synergy -- [2 + 2 = 5]?)
13. Is travel a problem? (Percentage?)
14. Give me an example of a major problem you solved. (Don't be shy! Give details)
15. What has been your greatest accomplishment? (Ditto.)
16. Why are you considering leaving your present job? (Be light on negatives! As many positives as possible.)
17. Can we check your references? (Have a list ready.)
18. Describe your personality. (Several strengths and, for balance, a weakness you have identified and are working on.)
19. What aspect of your work do you consider most crucial? (Important aspects of your potential position.)
20. Why are you interviewing with us? (What opportunity do you see?)

### **Twenty Questions You Should Ask**

1. To whom do I report?
2. What is the most important (crucial) part of this job?
3. What is your management style?
4. Are there opportunities for lateral mobility here?
5. Is relocation necessary or mandatory after a certain period of time?
6. How much travel is required (in days per week)?
7. How much autonomy will I have?
8. Describe your perception of an ideal candidate for this position.
9. On what is promotability based?
10. How much emphasis is placed on technical expertise in this job?
11. What is your perception of what I'll be doing on a daily (weekly) basis?
12. What is a typical career path for this position?
13. Had someone else held this position before?
14. What are some of your company's foremost aims and goals?
15. How would you characterize the environment I'll be working in?
16. Where does this company see itself five years from now?
17. What kind of a reporting relationship would exist between me and my boss?
18. Can you give me a description of your company's performance appraisal program for those in my department?
19. Are there any particular company policies and procedures I should be aware of?

When could I start?