



A few tips on Telephone Interviews

Your goal for the telephone pre-screen is to provide sufficient information and show your value to the employer so that you are offered a face-to-face interview. If you are not offered one - ask for one.

- Pump up your energy before the call, do jumping jacks, or knee lifts or shadow boxing. Your pumped up energy will resonate in your speech and get your creativity flowing. Gesturing and or standing up adds energy too.
- Listen like a blind person. Try to "connect" with interviewer, sometimes closing your eyes and really concentrating on what is being said helps to do this.
- Add warmth to your voice by genuinely caring about the interviewer, use verbal nods and avoid long pauses.
- Monitor your talking - the length of your responses should be a bit shorter than they would be for a face-to-face interview.
- Articulate clearly – do not use slang or colloquialisms. Try not sound mono-tone.
- Breathe from your diaphragm and strive for chest resonance rather than nasal resonance
- Avoid background noise. Crying babies, lawnmowers, pets, TV, etc.

Have at the ready:

- A short marketing message or elevator speech about yourself :
e.g.; As a sales rep for ABC Incorporated, my strengths lie in the areas of Research, Relationships and Revenue enhancements.
- Questions you would like to ask about the company, do your due diligence - research the company and the position, get as much information about the company, the interviewer and the job as possible. Any new breakthroughs in research, stock offerings, new widgets, marketing strategies deployed, etc.
- Answers to questions you can anticipate being asked. Some questions can be situational; think of a story to tell, remember bottom line enhancement ones, how did you make the firm money, are the best. Some questions can be behavioral (how did you handle this situation?), again think of a story to tell in which you were successful and or turned around a bad situation to a good one.
- Expect the unexpected - possible role play, or questions that surprise you - take your time to think on your feet and repeat a few of the steps out loud to clarify and then proceed.
- Take notes, this can help with questions you may have about the company - you look astute bringing up important points in the next stage of interviews.
- Remember your value, what you bring to the table and the value you can add to the company - invariably it's the ability to add to the bottom line of the company - ROI. Return on Investment.
- Close the phone interview with a warm thank you, and that you look forward to a meeting or setting up the next step soon.