

In Tune with the Local  
**Connected** to the World



# INTERVIEW TO WIN!

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**STANTON CHASE**  
INTERNATIONAL  
*Executive Search Consultants*

# Interview to Win!

Tips on becoming a more competitive candidate in 2009.

# Begin with the end in mind...winning!

- Know where you are going
- Reinterpret where you have been
- Know how professionals assess careers

# Career Planning Model

1. Trust
2. Credibility
3. Experience
4. Demographics.

# Career Planning Model

- Trust
- Credibility
- Experience
- Demographics.
  - Time/Travel
  - Location
  - Compensation
  - Lifestyle

# Career Planning Model

- Trust
- Credibility
- Experience
  - Industry
  - Company culture/environment
  - Relationship skills
  - Functional skills
- Demographics.

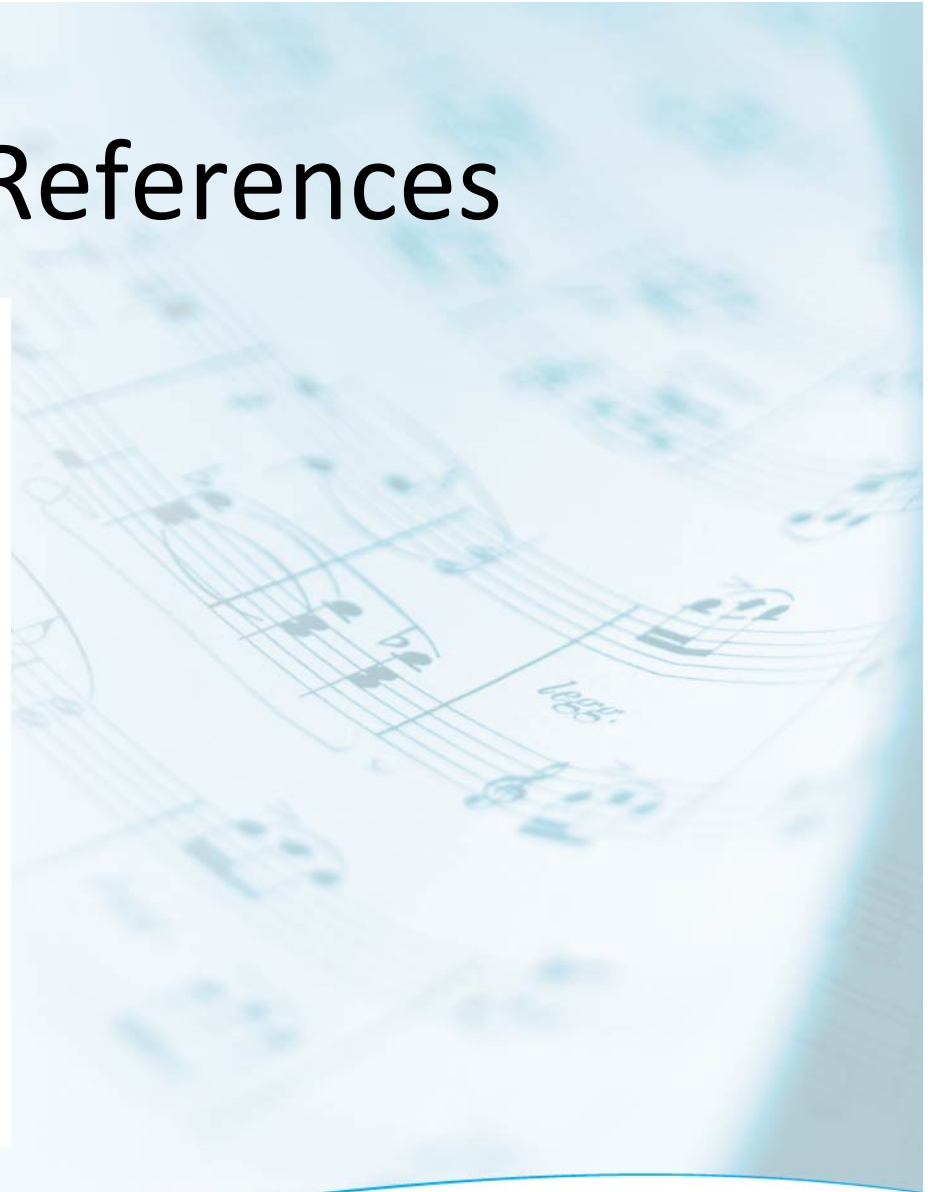
# Career Planning Model

- Trust
- Credibility: Third person endorsements
  - Degrees
  - Credentials
  - References
  - Past employers
  - Licenses
- Experience
- Demographics.

# Credibility- Branded Employers



# Credibility- References



# Career Planning Model

- Trust – First person phenomenon
  - Gut feel
  - Trust you with the keys to my Treasury!
  - Understand your values.
  - Can predict your behavior as knows your needs, wants, motivations and circumstances.
- Credibility
- Experience
- Demographics.

# Your Career Goals: Bulls eye!

- Trust
- Credibility
- Experience
- Demographics.

# Bulls Eye...just what you were looking for!



# My Career Bulls Eye!

“I want a job in San Francisco that pays \$330k base + 50% bonus with no more than 25% travel and no work on Sundays. I want the full CFO title and duties, to work for a visionary boss in a collaborative early-stage company environment in the GreenTECH industry. I want this role to add credibility to my resume and get me closer to my goal of CEO of a renewable energy company working for a trusted Board of Directors and Investors.

# Getting in the Game!

- Find the job lead.
  - First person: calling into your Network
  - Second person- receiving referrals/leads
  - Third person-
    - Strategic cold calling
    - Responding to ads
  
- “Let me in, coach!”

# Pick me! Pick me!

- Getting the interview
  - Writing the resume
  - Writing the cover letter
  - Using a referral source
- Choosing exclusivity or mass marketing
  - Are you more of a Bernie Madoff or Merrill Lynch?

# Resume writing

- Q: What is the purpose of a resume?
- A: Get you to the interview!

# Does your resume WORK for you?

- **1) Attention**
- **2) Interest**
- **3) Benefits**
- **4) Visualize**
- **5) Close the sale.**

# Cover letters

- Addressed to specific person
- Cite your referral source up front
- First sentence states your goal
- Short paragraphs
- List your qualifications for THIS company/role.  
(See Career Planning Model)
- End with instructions on how to reach you.
- Ask for the order...always be selling.

# Delivering your Resume & Letter...

- Delivered with credibility?
- Heard through the noise?
- Is it digital format?
- Did you include cover letter that speaks to them and sells your experience?

# The Call...

- “Hello Mr/Ms. Job applicant...”
- Reinforce your interest.
- Be cordial
- Find out the nature of the call...listen first.
- Reinforce your qualifications that THEY say they want.
- Close for the interview.

# Preparing for the Interview...

- Research their:
  - Industry
  - Company
  - People
  - Job description
- Prepare your questions...
  - Ask friends, experts, search consultant, insiders
- Give yourself time in advance.

# Interview questions...

1. What are YOUR goals in YOUR role? How are YOU being held accountable? How can I help you?
2. What do YOU want this role to accomplish for YOU?
3. What do YOU think it will take to be successful in this role?
4. WHERE is this INDUSTRY headed?
5. WHY is this a COMPANY to bet on?
6. WHO are the STAKEHOLDERS in this role?
7. What are my future opportunities for growth?

# The interview...7 steps.

- Be Prompt & Prepared
- Develop rapport...build a friendship.
- Question & Explore.
- Listen.
- Sell.
- Wrap up.
- Next steps...book another meeting.

# Interviewing Assessment....

1. Did you BRAND yourself?
2. Did you ID and solve their biz problems?
3. Will they remember you?
4. Did you give them 3 good reasons to hire you?
5. Did you learn what you needed to learn to make a good decision on moving forward?
6. Did you make a new friend and contact?

# Post-Interview homework...

1. Get biz cards
2. Send follow up email
3. Informative in your follow up.
4. Do more than they ask you to do, if you have a good idea of what they would appreciate.
5. Reinforce your interest in pursuing their role, relationships, company, and industry.

# Employers are getting tougher...

Dimension	Criterion	Weighting
<b>Technical Skills</b>	Run boutique winery	1
	Build premium Brand: quality control	2
	Build to profitability	2
	Direct Sales	5
	Distributor Sales	5
	Vineyard management	1
	Grower Relations	1
	Wine making	1
	Operations management	1
	Network of team members	1
	Versatile: wear many hats	5
	Turnaround: can do?	5
<b>Social Fit with Lynn</b>	Responsive	5
	Accountable	7
	Transparency- Inclusive.	5
	Birkman match	7
	Energy match	5
	Polished	5
<b>Organizational Skills</b>	Purpose- Sets and communicates clear, inspiring, and measurable goals.	3

# Getting the offer...

- Develop rapport and trust
- Solve their challenges
- Brand yourself
- Be persistent
- Ask for the order

# Details...Details!!!

- The Employment Letter.
- Work with your search consultant
- Have a list of ingredients
- Know the marketplace
- Be collaborative
- Keep your eye on the prize.

# You win!!!

- Now that you know where you are going.....
- And you have effectively communicated your competency and commitment....
- They want you!!!

# Congratulations!

- ...Now start networking for your next interview!

# Networking for your next interview...



QUESTIONS....

“Interview to Win!”

Thank you!

# Contact us...

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