

GETTING THERE

Know the exact time and location of your interview; know how long it takes to get there, park, find a rest room to freshen up, etc. Be sure you know exactly where it is and precise travel time.

Plan to arrive about 10 minutes early. Late arrival for a job interview is never excusable. If you are running late, call your AC Lion contact ASAP.



Dress the part for the job, the company, the industry. Dress appropriately for the industry; err on the side of being conservative to show you take the interview seriously. Your personal grooming and cleanliness should be impeccable. Don't chew gum or smell like smoke.



Cell phone? What cell phone? Don't allow your cell phone to sound during the interview. (If it does, apologize quickly & ignore it.) Don't take a cell call.

Bring extra copies of your resume, reference lists and/or letters, and any relevant work samples.



Don't bring anyone else with you: your ride, friend, sister, child or pet. This interview is for you only and not anyone else.

THAT FIRST IMPRESSION

Greet the receptionist or assistant with courtesy and respect. This is where you make your *first* impression. Treat other people you encounter with the same courtesy and respect. Their opinions of you might be solicited during hiring decisions.



Offer a firm handshake, make eye contact, and have a friendly expression when you are greeted by your interviewer.

Listen to be sure you understand your interviewer's name and correct pronunciation.

Wait until you are offered a chair before sitting. And remember body language and posture: sit upright and look alert and interested at all times.

QUESTIONS AND ANSWERS?

Don't be unprepared for typical interview questions. You may not be asked all of them in every interview, but being unprepared looks foolish.



Why are you interested in this position?



Why did you leave (do you want to leave) your current position?



What are your strengths/weaknesses?



Questions which ask you to provide specific examples of situations where you've handled problems and difficult situations come up with new and successful ideas, management and leadership abilities, customer service skills.



Questions about what motivates you to work hard and be successful, and your short- & long-term goals.

Respond to questions and back up your statements about yourself with specific examples whenever possible. Don't answer questions with a simple "yes" or "no." Explain whenever possible. Describe those things about yourself that showcase your talents, skills, and determination. Give examples.

Ask for clarification if you don't understand a question.

Be honest, be yourself. Dishonesty gets discovered and is grounds for withdrawing job offers and firing. You want a good match between you and your employer. If you get hired by acting like someone other than yourself, you and your employer will both be unhappy. Answer questions truthfully, frankly and succinctly. And don't over-answer questions.

Have intelligent questions prepared to ask the interviewer. Don't ever *not* ask any questions -- it shows a lack of interest. Come prepared. Research the industry, company and position. Be prepared to ask questions which show your knowledge. Good questions to ask include:



In addition to ___ (mention what you've researched here), what are the company's short-and long-term goals? Challenges? How do this position and department fit in with those?



I know this industry is facing challenges from ___ (your research here). What is this department's strategy for addressing those?



Do you foresee any significant changes in XYZ Company?

Research the interviewers in advance; aside from its obvious benefits, you may have a thing or two in common to chat about.



YOUR VERBAL CUES

Maintain good eye contact during the interview. Sit still in your seat; avoid fidgeting and slouching.

Don't be soft-spoken. A forceful voice projects confidence.

Do avoid using poor language, slang, and pause words (such as "like," "uh," and "um").

Don't respond to an unexpected question with an extended pause or by saying something like, "boy, that's a good question." And do repeat the question out loud or ask for the question to be repeated to give you a little more time to think about an answer. Also, a short pause before responding is okay.

Do show off the research you have done on the company and industry when responding to questions.

Do always conduct yourself as if you are determined to get the job you are discussing. Never close the door on an opportunity until you are sure about it.



Ahh, the dreamed of--and dreaded--job interview.

? *What do I say when they ask me about the crazy ex-boss?*

? *How do I show them what I really can do?*

? *How do I make sure this is the right job for me?*

Here at AC Lion, we're here to help you ACE that interview--from advance preparation to that all important thank you note. It's a competitive market today and even the smallest things can set you apart from the crowd and help you ACE that interview.

Founded in 1996, AC LION is New York's leading interactive executive search firm, providing its clients with top talent acquisition. Now entering its second decade, AC Lion has developed a strong reputation in the marketplace by helping New York's best companies within the media (traditional and interactive agencies, publishers, 3rd party vendors and client side), e-commerce, emerging technology (mobile wireless, IPTV),

ATTITUDE FOR INTERVIEWING

DON'T rely on your application or resume to do the selling for you. No matter how qualified you are for the position, you *will* need to sell yourself to the interviewer. Show what you can do for the company not what the company can do for you

DON'T speak poorly of your co-workers and be careful with the way in which you address the problems with your company as well. Though the issues may be true, you never want to come off as haughty or difficult to get along with. Saying "there is just a bit too much turmoil up top and I am looking for a more stable organization" is much better than "my co-workers bring me down and the company is awful."

DO make sure that your good points come across to the interviewer in a factual, sincere manner. Stress your achievements. And don't offer any negative information about yourself.

No excuses! Take responsibility for your decisions and actions. No negative comments about previous employers (or others).

DON'T falsify application materials or answers to interview questions. A job search can be hard work and involve frustrations; don't exhibit frustrations or a negative attitude in an interview. Exhibit a positive attitude. The interviewer is evaluating you as a potential co-worker. Behave like someone you would want to work with. Do have a high confidence and energy level, but don't be overly aggressive.

DON'T treat the interview casually, as if you are just shopping around or doing the interview for practice. This is an insult to the interviewer and to the organization.

DON'T ever say that your main reason for leaving is money. Even if that is indeed the reason, explain that you are looking for a new challenge or to utilize your skills in a more senior capacity. If money is a major issue, address it AFTER you have shown that it is not your primary concern.

DO avoid controversial topics. Don't bring up or discuss personal issues or family problems along with politics, religion, etc.

Do close the interview by telling the interviewer(s) that you *want* the job and asking about the next step in the process.

AFTER THE INTERVIEW

Do try and get business cards from each person you interviewed with -- or at least the correct spelling of their first and last names. And don't make assumptions about simple names -- was it Jon or John? -- get the spelling.

Do immediately take down notes after the interview concludes so you don't forget crucial details.

Call your AC Lion contact after the interview to debrief and get feedback.

Do write thank you letters within 24 hours to each person who interviewed you.

Reference Checks: Make sure to always contact references BEFORE sending them out and also let them know what the company may be looking to hear, what the position entails, etc.



ACING THE INTERVIEW

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