

Phone Interview Phases & Preparation

1. Prepping Phase

- We suggest that you call the hiring authority by his/her first name.
- Stand up when you make the call (reduces tension, motion is comfort).
- Find yourself a quiet corner - avoid distractions.
- Be "up". (Without the visual aspect, you have to sell enthusiasm and energy.)
- If able, use a land line.
- Take your time. If you don't interview very often, it is easy to get nervous and talk quickly.
- Take notes.

2. Info Gathering Phase

- Do your homework on the company and hiring manager. Research their corporate website; find their profiles on LinkedIn, Google, etc.
- Ask questions. (Participate, don't be passive.)

Some Tested Questions You as a Candidate Should Ask:

1. Reason you are hiring?
2. Six months post hire, how will you know you offered the job to the right candidate?
3. What is the most critical component of your culture that someone should know before they join?
4. How can I make an immediate impact?
5. What are the Key success indicators of the job?

3. The Persuasion Phase

- Give a brief highlight film of your career. (Don't read your resume: he/she HAS your resume.)
- "Linkage" - link the client's short-term problems with your achievements. The stronger the link, the better chance of a face-to-face invitation.
- Avoid money, security, comfort, and convenience issues. (A phone interview is about how you can help them. The time will come for your personal concerns.)
- Don't duck the skeletons in your closet. Say what happened without badmouthing.
- **Note: This is especially important for sales executives.** At the end of the interview, you should know whether or not this is something you want to pursue. If this is something you want to pursue, GO FOR THE CLOSE!
- "I know you're busy and there is only so much we can measure on the phone. Based on what I've done in my career, and what you've shared with me your needs for this position, I feel I can make a positive impact. I'd like an opportunity to continue this exploration and would like to meet face to face.