



# Total Interview Prep

Talentfoot Executive Search and Staffing



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# INTERVIEW GOALS

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Interviews, whether online or in person, are opportunities to demonstrate your compatibility with the organization and its team.

Being invited to an interview indicates that the employer already values your skills and experience for the job. What distinguishes an interview is the non-verbal communication and rapport you build with the interviewer.

With limited time to make a positive impression, remember these key tips to confidently showcase your expertise and potential when you are preparing for your next interview.



# INTERVIEW BASICS

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- ✓ **Be punctual** – Arrive at your interview five minutes early to demonstrate punctuality and accountability.
- ✓ **Dress to impress** – Dress one notch above the interviewer's attire, even for virtual interviews. Consult with your recruiter for clarification, as agencies and Adtech companies tend to be more casual than corporations.
- ✓ **Do your research** – Research the company and your interviewer beforehand, including social media posts, press releases, company history, leader biographies, and details about the services/products, etc.
- ✓ **How can you contribute** – Focus on addressing the needs and concerns of the interviewer, showcasing how you can contribute to solving the company's problems.







# INTERVIEW BASICS

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- ✓ **First impressions are everything** – If you are interviewing online maintain a professional background, and mute your microphone when you are not speaking to minimize distractions.
- ✓ **Let your soft skills shine** – Interpersonal skills, leadership, teamwork, and communication. Share a specific example of how you applied these skills in the workplace or within a team.
- ✓ **Actively listening** – Practice active listening during your interview. Building a good rapport with the interviewer involves them speaking approximately **80%** of the time.
- ✓ **Turn a negative into a positive** – If you lack experience in a specific area that the employer has expressed a need for, draw connections between other relevant experiences you have had and the skills they are seeking.



# PHONE INTERVIEWS

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## Craft a Compelling Elevator Pitch

Develop a concise pitch highlighting your achievements and what makes you stand out. Deliver it confidently during phone interviews to make a strong first impression on the phone.



## Ensure a Quiet and Professional Environment

Choose a quiet location for the call, free from distractions or potential interruptions. Create a professional atmosphere to focus on the conversation.



## Use a Clear and Confident Tone

Your voice is your primary tool in a phone interview. Speak clearly, confidently, and at a moderate pace. Avoid speaking too quickly or too softly.



## Have Relevant Documents Handy

Keep your resume, job description, and any notes within easy reach. This ensures you can quickly reference key points during the conversation.



## Use Positive Language

Opt for positive and enthusiastic language during the conversation. Showcase your excitement about the opportunity and your willingness to contribute.



## Be Prepared for Technical Issues

Anticipate potential technical glitches and have a backup plan in case of any disruptions. Provide an alternate contact number or email address if needed.



# AI VIDEO INTERVIEWS

In today's day in age, video interviews are integral to job applications. AI-led interviews are on the rise, with 43% of companies expected to use AI by 2024. These interviews assess candidates like you through assessments or chatbots, streamlining the screening process.

**For AI-led interviews, we want you to apply all of the basic interview tips plus...**



## **Familiarize yourself with the platform**

Automated Video Interviews (AVIs) are becoming standard. Understand how AVIs work, answer predetermined questions within a timeframe, and grasp the evaluation process.



## **Non-verbal cues matter**

Maintain eye contact, use purposeful hand gestures, and project positive body language. Sit comfortably with an upright posture to convey professionalism.



## **Manage your time**

Limit yourself to three recording attempts. Practice beforehand to build confidence. Efficient time management maximizes your chances of success.



## **Reference relevant keywords**

Integrate researched keywords seamlessly into your responses, aligning with the job description. Use measurable results to emphasize your impact in previous roles.

**Mastering Your AI Interview**

# MOST COMMON INTERVIEW MISTAKES

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1

## Talking too much

Interviewers want to learn about you, but avoid oversharing. Prepare two to three key points to convey during the interview, as time might be limited.



2

## Maintaining professionalism

Remember that the interview is an evaluation process. Refrain from criticizing previous employers and maintain appropriate behavior, friendliness, eye contact, and authenticity throughout the interview.



3

## Talking figures right away

Avoid asking about benefits and finances too soon, as it may deter hiring managers still assessing your background for a good fit. Focus on selling yourself first, then address compensation.







**Amanda Kelly**  
Executive Senior Partner

## Marketing

"In your search for your next marketing role, look beyond surface-level perks and focus on key aspects: the mission, values, communication style, accessibility of leadership, and work-life balance. Seek a motivating mission that aligns with your values. Prioritize transparent communication, opt for accessible leadership, and choose workplaces that promote a healthy work-life balance. By evaluating these factors, you'll find a cultural fit that suits you."

-Amanda



**Chris Reed**  
Senior Partner

## Media

"In agency interviews, showcase your passion for creative work by discussing what, in your view, defines outstanding creativity—whether in brand or performance campaigns. Be ready to articulate specific campaigns that have personally resonated with you and explain why. Additionally, impress interviewers by having a few 'case studies' at the ready. These rehearsed stories should highlight a brand challenge or opportunity, your strategic approach, and the tangible results achieved. A good storyteller is well-prepared, enabling you to eloquently share your experiences face-to-face, leaving a lasting impression on your interviewer."

-Chris



**Jack Stanek**  
Senior Recruiter

## Technology

"My biggest piece of advice would have to do with being discovered or how to stand out to a recruiter or a hiring manager. Tech candidates need to have a section under each position they worked in their resume that list the technical skills they used. Recruiters often look at a resume for just a few seconds, so it's best to make sure all relevant information is included in their resume."

-Jack

# INDUSTRY-SPECIFIC INTERVIEW TIPS

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Skylar O'Donnell  
Senior Recruiter

## Sales

"For sales success in interviews, master your numbers. Know your quotas, average deal size, annual deals closed – aligning with quota achievements. Understand your sales cycle and identify internal and external stakeholders. Impress with real-deal examples to showcase your strategic sales approach. Also, be ready to talk about your tangible impact (individually or the team you lead) and specifically how that moved the needle at your previous organization."

–Skylar



Shawna Berger  
Recruiter

## Advertising

"Before your interview, have a ready-to-go example of a work achievement directly relevant to the new role. Whether it's a successful marketing campaign, a PR accomplishment, or a notable project, be prepared to share the specifics of your involvement and impact. Concrete examples make a lasting impression and set you apart. Having this ready ensures you can effortlessly showcase your expertise and leave a memorable mark on your interviewer."

–Shawna



# QUESTION PREPARATION

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Anticipate challenging, probing questions during your interview. These "stress" questions are a sign of a successful interview, as they are now common in the candidate screening process.

These interview questions aim to test your quick thinking and ability to perform under pressure. Offer enough information for the interviewer's evaluation without oversharing.

**The next page lists typical reflection questions and strategies on how you might answer them...**



# INTERVIEW REFLECTION QUESTIONS

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## 1. Could you tell me a little about yourself?

This question is your elevator pitch moment. Keep your response friendly and concise. Share some of your recent experiences, both personal and professional, that directly relates to the job you're applying for. Give the employer a sneak peek of your resume's highlights.

## 2. Why did you leave your previous employer, or why are you leaving your present job?

Don't exaggerate the information regarding why you left your last job because it can be easily verified. Always be honest. The best answer to this question is that you're seeking greater opportunities, challenges, or responsibilities in your career.

## 3. What are your weaknesses?

We recommend flipping this question and framing a personal weakness as a professional strength. Highlight your abilities by discussing specific skills and accomplishments. Your objective isn't to dwell on your weaknesses but rather to explain how and why even your shortcomings can make you an ideal candidate.

## 4. Why should we hire you?

Demonstrate your readiness by highlighting how your experience, career progression, qualities, and achievements make you an asset to the company. Show your interviewer that you are reliable, possess integrity, and are willing to adapt to any challenges the job may entail.

## 5. Are you applying to any other jobs?

Hardly anyone expects you to say "no" to this question in today's job market. Explain that you are exploring several openings but don't say that you're already weighing job offers. Interviewers value candidates who show a strong interest in their company and are in demand by others, including competitors.

## 6. Where do you hope to be in five years?

Talk about what motivates you, especially what will motivate you in this job. The employers are looking for people who know what they want to do and who are passionate and believe in their goals.

## 7. Do you have any questions? Can you think of anything else you'd like to add?

Avoid responding with 'no' or claiming that everything has been thoroughly covered. The interviewer may not have explored every critical qualification you possess for the job. Prepare a few intelligent questions that demonstrate your knowledge about the company and the specific role for the end of your interview.



# QUESTIONS TO ASK THE EMPLOYER

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Candidates who ask thoughtful questions during an interview demonstrate their seriousness and interest. Here are some questions you could pose to a prospective employer:

- Could you tell me what you like about working at this company?
- What makes the company culture unique?
- What's your approach to solving problems?
- How do you measure success on the job?
- What are the short and long-range objectives of the company?
- Where does the company excel?



# POST INTERVIEW THANK YOU NOTE TIPS

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We recommend sending a thank-you note to the employer after your interview. It's best to compose a follow-up letter and send it on the day of the interview or the following morning, either via email or through regular mail. Don't forget to run a spell check!



## **Make the note specific:**

To add a personal touch to your letter, reference specific details from your conversation with the hiring manager. If the prospective employer emphasized the importance of a particular skill for the open position, and you possess that skill, make sure to highlight it in your letter.



## **The content of your thank you note:**

The content of your thank you note should enable you to further market yourself by showcasing your professionalism, comprehension of business protocols, strong communication skills, and your enduring enthusiasm for the job. Employers value this energy and genuine interest in the position.



## **Don't lose hope:**

Even if you didn't feel completely confident about the role, we still recommend you send a thank-you note. For one thing, the hiring manager may have perceived the interview as more successful than you did. In addition, your display of courtesy and professionalism could work in your favor if you cross paths with the person again or if another opportunity arises within the firm.



## GET YOUR DREAM JOB

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Best of luck to you in your job search. We hope these interview tips prove helpful. If you require assistance from Talentfoot, please feel free to email us.

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Contact us at **info@talentfoot.com** for assistance in finding and hiring proven talent.

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