

Interviewing Guide

FIRST INTERVIEW:

1. Use an interview form to guide you - the objective is to determine who they are. Do they meet your requirements?
 - a. Screen for knockout factors and for a pattern of success over the telephone before arranging an interview.
 - b. Initial interview should be with senior employees in the same position:
 - i. Cover disqualifiers - do they want sales?
 - ii. Go over work and educational history.
2. Sell your company and your industry.
3. Describe the position:
 - a. Daily functions
 - b. How, why, when and the rewards
4. Check two references.
5. Schedule a three-hour observation for the individual in your office.
6. Fill out the interview evaluation form

TOOLS: Company literature, National Association Information and Stats, Industry Info.

SECOND INTERVIEW

1. Use an interview form to guide you
2. Second interview with Manager - 80% of time spent learning about the future employee and 20% of time telling the individual about the job and the expectations of the position
 - a. Positives
 - b. Negatives
 - c. Probe their career goals - self-image.
 - d. Explain the compensation package.
 - e. Sell the industry, the job, and your company.
3. Fill out the interview evaluation form

TOOLS: Your company performance standards, job description, compensation plan.

STEP THREE:

1. Test - a three-hour observation in the office
 - a. Explain objectives for the day.
 - b. Give the individual a chance to see what happens in your office.
 - c. Give the individual an opportunity to see the job in action
 - d. Observe

e. See how they grasp the nature of the business

2. Evaluate
3. Spouse interview
4. Offer interview.